

LEADING LIFE INSURANCE WEEKLY

# The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, SEPTEMBER 4, 1924

*General Agencies*

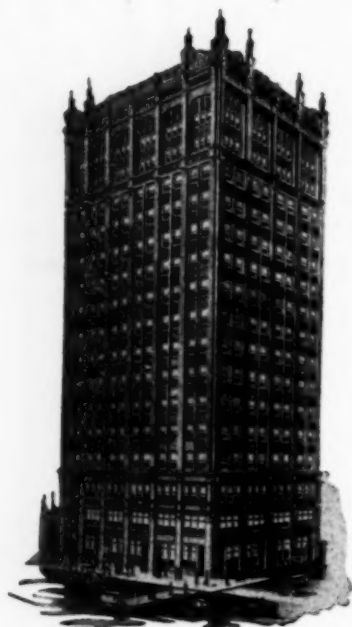
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**MERCHANTS LIFE**  
**INSURANCE COMPANY**  
William A. Watts, President  
**DES MOINES, IOWA**

## Back In Harness



PEOPLES LIFE BUILDING

Vacation days are about over. The call of the wild has abated somewhat. The lure of the open road is not quite so strong. Most everyone is back at work, ready for greater efforts than ever before. Now is the time to sell insurance. Conditions are much better. Money is easier. Are you going to make production for the remainder of 1924 something to be proud of, something to be talked about? You should. Agents of the Peoples Life are out to set a production record. And they are going to do it. Why? Because they have the inspiration, the policies, and a company which will give them every possible aid in putting this over. With such a line-up they cannot fail.

**THE PEOPLES LIFE**  
**INSURANCE COMPANY**

Chicago, Illinois

A. E. Sullivan  
State Supt. Indiana  
5866 Lowell Ave.  
Indianapolis, Indiana

M. J. Higgins  
General Agent  
Chicago

Henry Lichtig  
State Supt. Illinois  
Room 304 People's Life Bldg.  
Chicago

## Are You Interested?

The type of man we seek is not readily found everywhere. We do not desire high pressure men, men who can put anything over once. We do not encourage a man who cannot make a solid, substantial success out of a General Agency.

Because that is what we want. We operate entirely on the General Agency system. We offer to a man who can build up a General Agency in two or three years to a million or two of paid business a year most excellent contracts from a commission standpoint.

We have the opportunity for you if you have the ambition and experience to put our proposition over.

Openings in Kentucky, Alabama, Georgia, West Virginia, Michigan and Texas.

**Atlantic Life Insurance Company**  
Richmond, Virginia

EDMUND STRUDWICK  
President

W. H. DALLAS  
Superintendent of Agents



## General Agents Wanted

in

Washington  
Oregon  
Idaho

Michigan  
Virginia  
Kentucky

Unusual opportunities and attractive contracts for good **PERSONAL PRODUCERS** and **ORGANIZERS**.

Must have details regarding **insurance experience**, production in each of last three years, and particular **territory** desired, in first letter.

For booklet "Why the Minnesota Mutual"

O. J. LACY  
2nd Vice-President—in Charge of Agencies

**THE MINNESOTA MUTUAL LIFE**  
**INSURANCE COMPANY**

SAINT PAUL

MINNESOTA



# The National Underwriter

## LIFE INSURANCE EDITION

Twenty-Eighth Year, No. 36

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, September 4, 1924

\$3.00 Per Year, 15 Cents a Copy

### DIVIDENDS ARE GIVEN ON SOME GROUP PLANS

Participating Companies Have  
Worked Out System of  
Returns

### BIG RISKS SELF - JUDGED

Where Number Covered Is Sufficient It  
Is Taken by Self for  
Dividends

Companies writing group insurance on the participating plan have worked out a system of computing dividends which considers the individual risk as well as the entire class. On an immense risk, where many thousands of employees are covered, the experience on the risk practically determines the rate. On the small risk of course the fluctuation is much greater and although the risk with the more favorable experience obtains greater dividends it is obvious that the premium cannot be based absolutely on the experience, where there are only a few employees.

#### Dividends Often Large

Last year the Metropolitan Life dividends on group insurance averaged between 13 and 14 percent. One of its largest risks received a dividend of 33 percent at the end of the year. On some risks only 2 or 3 percent dividend is paid at the end of the first policy year.

A group insurance policy is of course an annual term proposition. There are therefore no level premium reserves. There is only an unearned premium reserve as in fire and casualty lines of insurance. Therefore, the dividend is not affected to any extent by the interest earnings on the reserve, but is merely a matter of mortality savings and expense saving.

There is no rate competition in group insurance, except as between participating and non-participating companies. All companies writing participating group insurance have the same rates. All non-participating group insurance companies offer the same rate. There is a differential of five percent in favor of the non-participating company.

#### Pay Dividends to Employer

In writing additional insurance on the contributory plan participating companies pay the dividends direct to the policyholder, who is the employer. For instance, if the premium is \$1 per month per employee, and each employee pays 50 cents a month, the employer pays 50 cents a month on each one. At the end of the year, however, the employer receives a dividend. If this amounts to 13 percent, his net cost for the year will only be 37 cents per month per employee.

Of course if a risk has had a poor experience no dividends are paid. Sometimes even a very large risk will have such an experience. In no case are dividends payable where the benefits paid during the year exceed the premium.

### HAVE JEWISH COMPANY

AMERICANS ARE BACK OF IT

Order, Sons of Zion, Launches Institution That Will Write Business in the Holy Land

The revival of Hebrew as the every day language in Palestine, as a result of the development of the country as the Jewish homeland, has brought about the issuance of the first insurance policies in the ancient language of the Bible. The Phoenix Life of Vienna has just brought out policies and literature in Hebrew, for its increasing business in the Holy Land and for Jewish business men and others from Austria who are going to Palestine to establish their homes, according to a report received by the Palestine Foundation Fund, the chief financial instrument for the rebuilding of the Jewish Homeland, toward which American Jews are the leading contributors.

The world's first Jewish insurance company, the Judaea Insurance Company, which was recently established by American Jews through the order, Sons of Zion, which is affiliated with the Zionist Organization of America, has just been granted a charter by the Palestine government and will shortly begin functioning. Judge Jacob S. Strahl of Brooklyn, who recently went to Palestine to settle the legal questions involved in the launching of the company, has cabled Zionist headquarters in New York. The company will operate exclusively in Palestine and was formed in order that it could invest its capital in constructive enterprises that would hasten the country's upbuilding. George Dyer Eldridge, actuary of Boston, was one of the principal experts engaged in establishing the company.

The risks are classified according to occupation, an extra premium being added on for the more hazardous work.

#### A. & H. Also Participating

Group accident and health is also written on the participating plan. In this case a much smaller risk receives dividends based on its own experience. This, of course, is due to the fact that individual claims are for much smaller amounts and are more numerous so that an average can be reached with a smaller number of employees.

In group accident and health classification is based on the number of female employees. If the women employed do not exceed 10 percent the standard rate is applied. If more than 10 percent are employed the premiums must be increased. There is no occupational classification. This is due to the fact that coverage is not offered for occupational accidents, these accidents being covered under workmen's compensation insurance.

#### Takes Out Big Group Policy

The Northern Pacific Railroad has taken out group insurance on 30,000 employees in the Aetna Life through the Southern Minnesota agency at St. Paul of which C. M. Brown is manager. The amount of insurance will approximate \$50,000,000.

### CONVENTION IS HELD

SECURITY LIFE AGENTS MEET

Take Part in Interesting Discussion on Securing New Prospects and Starting New Agents

The annual convention of the \$100,000 club of the Security Life of Chicago is being held in Chicago this week. The convention was opened Wednesday morning by a greeting to club members from Vice-President S. W. Goss, who urged the men to take stock of themselves and to form a definite purpose for the year with a belief in the possibilities of bigger things.

President O. W. Johnson announced the new club officers, F. Garland May being the president. William Hordes was first vice-president with a total production for the year only \$23,000 below that of the president. President Johnson presented a silver cup to Mr. May and emblems to the new club members.

#### Speak on Prospect Sources

A. W. Drummet spoke on "Methods that guarantee a constant live prospect list," mentioning various sources of prospects. The newspapers form an excellent source, especially in the announcements of engagements, birth notices, mortgage records, corporation announcements, and even death notices, as death is always a lesson to relatives and friends whether or not the deceased carried insurance. Mr. Drummet suggested that in rural districts the agent can with profit become acquainted with the grain dealers who can give him lists of farmers who have recently sold grain. Other good friends for the agent are real estate agents, bank cashiers, doctors and trades people. It was suggested that a house to house canvass is the best way to analyze territories for prospects.

#### Need List of Prospects

Mr. May said that many agents fail because they do not keep ahead of them a long list of prospects, and consequently have no definite plan to work. Many otherwise good salesmen have failed because of this. The agent must train himself to canvass any type of prospect so that he can give his time and attention to the particular classes which happen to be in good shape financially at that time. In starting a new agent, it is advisable to have him prepare a list of 25 friends and relatives and write one reason why each of them needs insurance. But the agency manager must see to it that the new man also has some experience with a cold canvass, for if he depends altogether on friends, he will be at a loss when he has exhausted this list.

#### Have General Discussions

An interesting discussion was started by a talk on "Things I would like to know," by W. J. Holpa, who brought up many questions relating chiefly to the legal aspects of insurance. K. H. Solokian gave an interesting address on "Sales courses for general agencies," speaking from his own experience as an agency instructor. Mr. Solokian has had extensive experience as a teacher and has made his sales courses very valuable.

### DOCTORED APPLICANTS SELDOM ENCOUNTERED

Practice, Formerly Common, Has  
Been Largely Cast Into  
Discard

### SUBSTANDARD EFFECTIVE

Liberal Underwriting of Today Removes Most of Desire to Present  
False Papers

NEW YORK, Sept. 3.—Life insurance medical directors interviewed on the subject of "doctored" applicants, that is, applicants prepared for examination, do not consider this an important factor in the selection of business. There is undoubtedly a continuous attempt on the part of some agents to prepare risks to pass examination and there are some doctors who will make a specialty of this work. Nevertheless there is not a sufficient amount of this to really make much difference.

In the first place risks of this kind usually have a record against them. Companies are slow to accept such business with only one test for albumin or sugar. One company makes three such tests at least four days apart where there is a record of sugar.

#### Not Often Encountered

There is really less of this today than there was 20 or 25 years ago. There is a better class of agents today and the men of the type the companies are seeking do not stoop to such practices. If a company today had evidence that an agent was really attempting to put over risks not otherwise acceptable he would in most cases immediately lose his license.

Most of the cases that can be "prepared" do not have serious impairments anyway. The cases that the companies are trying hardest to eliminate, where there is diabetes, Bright's disease, or high blood pressure, cannot be prepared to pass an examination because so much care is being taken in cases against which there is a record today.

#### Substandard Removes Temptation

The practice of placing business with companies whose standards are lower in regard to certain kinds of impairment is regarded as perfectly ethical.

Many remedies which are being advertised to agents today are worthless in the opinion of the physician. Of course it is known to all doctors that oftentimes blood pressure can be lowered by certain doses and also they can often remove slight traces of albumin, but most of the medicines being advertised to life insurance agents are worth practically nothing. Wherever there is any record of sugar the examiners throughout the company are warned to ask specifically if any treatment has ever been taken and to examine the arms of the applicant for any traces of hypodermic injection.

The development of substandard busi-

ness by the companies has also eliminated much of the temptation to put over impaired risks as standard. Many men, badly needing protection, who would perhaps connive with the agent to deceive the insurance companies if necessary to obtain protection, would much prefer to secure their protection "on the square" and pay the additional premiums required by the substandard department.

Some general agents do not view the situation with as much complacency as do the medical directors. Discussion of the problem with them has shown that there are, in the big cities, a number of substandard "specialists" who thrive because possessed of knowledge such that it enables them to place under average risks more advantageously than can the average agent. Some big producers frankly admit that a great deal of their business is brought to them by other agents because of their ability to place risks unacceptable to the original agent's company. Much of their work is regarded as absolutely legitimate by everybody concerned, but some of the rest of it is not so considered by the companies and by some agents.

#### Appeal to the Agents

Some manufacturers of medicines have not been slow to see the advantage of the attitude of agents on placing substandard business. A number of them get out circular matter and send to agents telling them that thousands of agents have recommended this or that specific medicine to their clients in order to assist them in passing medical examinations. They will point out that the investment in Joshua's Pink Pills or some other nostrum will save many commissions. Just how many agents believe this advertising without investigation is of course a question, but it is so persistent in the better life insurance offices that it must find some results.

#### HAS NEW DISTRIBUTION PLAN

##### Great West Life Reduces Shareholders' Percentage at Policyholders' Gain, Though Benefiting Both

The Great West Life of Canada reports that it has effected a new arrangement for distributing its profits by which the policyholders will gain a considerable amount and the shareholders continue to receive a satisfactory return. The insurance act of Canada permits companies to allow the shareholders 10 percent of the profits derived from participating policies. The company's business has been expanding so rapidly and the profit earnings have increased so considerably that it is now able to carry out a reasonable program with respect to shareholders' dividends, by taking for them only 5 percent of the profits. This means that the account of policyholders will now be credited with 95 percent of the profits instead of 90 percent, prescribed by law, the difference amounting at the present time to about \$100,000 annually. The company will not immediately increase profit apportionment by the 5 percent, but will hold it for the future benefit of policyholders. In spite of adding this amount of profit to the policyholders' reserve, the shareholder's dividends can be increased 10 percent.

#### Agency Officers Meet

The annual meeting of the Association of Life Agency Officers will be held at the Edgewater Beach Hotel in Chicago, Nov. 10-12. The organization gets away from the Drake Hotel this year and moves far up the north shore district.

#### Surplus After Convention

The Los Angeles Association of Life Underwriters has adjusted all its accounts in connection with the national convention held there. All the bills have been paid, and a small surplus is on hand.

## McSWEENEY PRESIDENT

### HEADS CANADIAN ASSOCIATION

#### Life Underwriters Had Big Gathering at Winnipeg for Annual Conference and Election

J. J. McSweeney, who was elected president of the Life Underwriters' Association of Canada at the recent annual meeting in Winnipeg, is city manager in Toronto for the London Life. He has been with that company for nearly a quarter of a century starting on a debit and working through the ranks to his present position. He has always been interested in association activities and has been a member of the Canadian Association since its inception. He was president of the Toronto association in 1923 and under his administration the membership reached the highest point in its history.

The other officers elected at the Winnipeg meeting were: Honorary president, E. Morwick, Hamilton; first vice-president, W. J. Young, Saskatoon; honorary secretary, Wm. May, Jr. Toronto; honorary treasurer, S. C. Vinen, Toronto; vice-presidents, R. G. McCuish, Vancouver; J. A. Collins, Edmonton; R. I. Clancy, Winnipeg; J. W. Graise, Regina; L. J. Ludgin Toronto; P. Du Bar, Quebec; J. W. McCarthy, St. John; D. A. Cameron, Halifax; H. Laphorn, Charlottetown.

#### Convention Well Attended

The sessions of the convention were held at Winnipeg Beach, a summer resort 50 miles outside of the city, and were very well attended. The entertainment program was provided by the Winnipeg home offices, including the Great West Life, the Sovereign Life, the Monarch Life, the Western Empire Life and the Western Life. At the annual banquet there were over 350 present. Professor Swanson of the University of Saskatchewan addressed the opening session of the convention on the subject: "Life Underwriting as a Profession". Professor Swanson stressed the value of service and hard work, saying that the combination of these two developed the profession as no other factors could. He particularly commended the recent development along educational lines and the organization of schools of life insurance salesmanship. D. E. Kilgour, president of the Canadian Life Officers' Association, spoke on the development of the business, prefacing this with a few words of greeting from the life officers.

#### H. W. Manning Spoke

The subject of business insurance was discussed by H. W. Manning of Toronto who pointed out that the greatest field in this class was in the small business concerns. He said that in the United States the figures showed that 20 percent were corporations, 20 percent partnerships, and 60 percent one-man businesses. The large business concerns have been very well covered by this class of insurance but the others still offer the life underwriter a vast field in which to work. A. E. Lawson gave an interesting talk on "Why I Became and Have Remained a Life Insurance Man." Among the outside speakers were F. M. Black, provincial treasurer, who welcomed the delegates to the province in the absence of the premier, and American Consul Erhardt of Winnipeg, who spoke of the growing and genuine neighborly feeling between the United States and Canada. George H. Harris, supervisor of agencies of the Sun Life, spoke before the banquet on the first evening and also addressed the closing session on the following morning. He spoke before the ordinary group on "Income Equivalents of Life Insurance". At the Industrial Session E. J. Traveler spoke on the rapid development of industrial insurance and the benefits that have accrued to the people because of its growth.

## SPEAKS ON MORTGAGES

### GIVES EXPERIENCE IN IOWA

#### President Waples of the Iowa Farm Mortgage Association Tells About the Life Companies

At the state convention of the Iowa Farm Mortgage Association, President F. C. Waples discussed the farm mortgage situation in that state, especially in view of the large amount held by life companies. He said in his address:

"There has been much comment about delinquencies in connection with Iowa farm loans, and that there have been an unusual number of farms foreclosed. If you will turn to the Iowa insurance report for Dec. 31, 1923, you will find that twenty Iowa companies reported assets invested in mortgage loans of \$129,807,536.95; that they had only \$909,526.83 interest past due on that date—or, in other words, only .701 percent of past due interest to total mortgage loans. Those same Iowa companies had invested in Iowa \$96,220,109.85, or in other words, 74.15 percent of the total loans were invested in the state of Iowa.

#### Makes a Good Showing

"When you take into consideration that much of this interest was less than 30 days past due, and that much of it was paid within thirty days, it is a remarkable showing. If figures were obtainable for non-Iowa companies which make investments in the state of Iowa, I venture to say that the showing would be more remarkable than this, because as a general thing the eastern companies loaning at a long distance, obtain a lesser rate on their loans, and would possibly not loan quite as heavily as our own companies would.

"Mr. Fisher, in his report, has referred to the statistics gathered with reference to the foreclosures in the state of Iowa, and I think you will find this a remarkable showing, compared to what rumors you have heard. These questionnaires were sent to the clerk of the district court in the 99 counties in the state. At the time of this convention, we have had replies from sixty of those counties, which I believe will give us a typical report. In other words, the clerk of the district court was either busy or court was in session, or for some other reason has not replied.

#### Large Investment in Iowa

"Insurance companies have invested in Iowa over \$500,000.00 in farm mortgage loans. During the past two years, out of this they have only foreclosed in the 60 counties, on 81 loans, with an amount involved under foreclosure of \$1,224,200, and up to this date they have acquired by sheriff's deed only 11 of these farms at a total invested value of \$239,600. Twenty-three of these farms have been redeemed. The other 45 are in process of foreclosure and time for redemption or deed is not up."

### TO HOLD FIRST CONVENTION

#### Aetna Life Will Call Its Managers in Conference at Hot Springs, Va., Next Week

The Aetna Life is making elaborate preparations for the first managers' conference of the life department to be held at the Homestead hotel, Hot Springs, Va., Sept. 9-12. The general subject of the conference is "Securing and Training Agents." It will be developed by general agents, agency department officials and Griffin M. Lovelace, director of the school of life insurance salesmanship of New York University. Other topics will be discussed by officials from the home office. Every manager of the life department will be in attendance, and with the home office representation, will bring the number at hand to 130.

## SHOWS MANY CHANGES

### CREDITS ACTUARIES, AGENTS

#### Kilgour in Canadian Speech Tells of Remarkable Developments of Recent Years

A review of the development of life insurance was given by D. E. Kilgour, president of the Canadian Life Officers' Association, speaking before the annual meeting of the Life Underwriters' Association of Canada at Winnipeg. Mr. Kilgour declared that one of the phenomena of the world has been the tremendous growth of the life insurance business, surpassing all anticipations of the founders of the business. He said that this growth is particularly gratifying to both home office executives and field men, as both have been equally responsible for the rapid growth in recent years. He said that it is a comparatively modern institution and yet is one of the greatest and most important in the world.

#### Tells Recent Developments

Speaking of particular developments of recent years, Mr. Kilgour said that probably one of the most important was the development of substandard business. He said that it was one of the shames of the business that it was for many years confined only to a very select group. The development of substandard business in recent years has placed the insurance business on an equitable basis and established it as a service institution for mankind.

Another development of recent years is the non-medical business. Mr. Kilgour said that this in truth is not a recent development, but reverts back to the original form of underwriting. The medical examination was one of the outgrowths of the business, so that the non-medical business is not new. However its writing on this continent in recent generations has been renewed and increased by several Canadian companies, with gratifying results, and the experience is being closely followed by all life underwriters.

The double indemnity and total and permanent disability clauses are other additions of recent years to the life insurance contract. Mr. Kilgour said that all of these things together show that perhaps the most vital change in the attitude of life insurance companies to the public has been the evolution from a proprietary to a policyholder's outlook. The policy contract of half a century ago was a very different thing from one of today.

#### Credits Actuaries and Agents

In crediting those responsible for the valuable developments of the business, Mr. Kilgour said that undoubtedly the greatest credit is due to the actuaries and the field men. He said that the actuaries were the ones that enabled the life insurance business to be established on a sound basis. With this as a foundation, the agents developed the sales to an unimaginable amount. The glory is thus about evenly divided among the actuaries and the agents.

Among the developments mentioned by Mr. Kilgour was one that was not favorable to the future growth, that of taxation. He said that life underwriters surely are not selfish in bringing home to the legislators the unfairness of taxing thrift. Mr. Kilgour says that there is much to be done in educating the public and in this the associations must work hand in hand. The necessity of watching legislation is still a vital one and this will create a closer cooperation between all men in the profession.

#### Federal Life Meeting

The annual agency convention of the Federal Life of Chicago is to be held at the Edgewater Beach hotel in that city, Sept. 29-30.



## ILLINOIS LIFE HOLDS AGENTS' CONVENTION

One Hundred Thousand Dollar Club Meets at Home Office

### PROGRAM IS EDUCATIONAL

Hear Instructive Talks on Various Phases of Life Insurance by Experienced Field Men

The twenty-first annual convention of the 1924 \$100,000 Club of the Illinois Life was held at the home office Aug. 28-30. The meeting was called to order by the retiring president, Ira A. McBride, who introduced Walter A. Bachman, this year's president. The other officers of the club are: Halbert F. Coonrod, first vice-president; Howard C. Fowler, second vice-president; Arthur E. Hicks, third vice-president. A gold watch was presented to Mr. Bachman in recognition of his leading in personal production. He also received one of the fifty dollar prizes awarded in the conservation contest.

The leader in the conservation contest was James C. Snow, who took the \$100 prize with a renewal percentage of 97.94. Other prize winners were John J. Delaney, John M. Kelly, Edwin R. Higbee and Walter A. Bachman.

#### Has Big Week

One of the features of the meeting was the announcement that John M. Kelly, manager of the Chicago South Side agency, who had staged a special week, Aug. 20-26, in honor of the convention, had written personally 12 applications in the six days for a total of \$159,000, with aggregate premiums of \$4,632. Mr. Kelly has been in the life insurance business 18 years, and has won first conservation prize four times, taking third place this year. Mr. Kelly has pledged himself to pay for over \$1,000,000 this year.

The program of the convention had been well planned for the education of the agents. Talks were given on various types and uses of insurance by men who have specialized on the different kinds. Following each of the addresses an open discussion was held in which many new ideas were contributed. One of the treats not on the program was an address by Senator Harold C. Kessinger, the youngest man ever elected to the Illinois legislature. His subject was "Salesmanship," and he spoke from his experience as a book agent. Mr. Kessinger entertained the audience with his witty remarks and brought out many points well worth remembering.

#### Speaks on Manager's Responsibility

T. J. Henderson, agency manager of Michigan, spoke on "The Manager's Responsibility to His Agents," mentioning both positive and negative obligations. In the first place, Mr. Henderson said that the manager must thoroughly sell the prospective agent both on the life insurance business and on the particular company. The agent who is not himself convinced of the value of his work and the high standing of his company will not make a permanent producer. The manager must see that the man is thoroughly trained before getting the work, and must stand behind, and give every assistance when he does begin. He must see that the agent keeps himself posted upon new ideas, and on news of the insurance world. He recommended that managers see that their agents read the best insurance journals.

The negative obligations mentioned by  
(CONTINUED ON PAGE 21)

## EMMETT C. MAY, SPEAKER

LUNCHEON BY CENTRAL LIFE

President H. W. Johnson Gives Some Interesting Facts as to the Development of the Company

President H. W. Johnson of the Central Life of Chicago and his associates gave a luncheon in the new home office building on Michigan boulevard and Superior street, Tuesday noon in the solarium on the top floor. He invited the officials of the Illinois legal reserve companies, representatives of some of the banks and other interests with which the Central Life is identified. Clifford Ireland, director of trade and commerce of Illinois, was present. Judge Johnson stated that the investment represented \$1,250,000. It has all been paid for, and there is so lien or mortgage of any kind on the ground or building. It was paid for out of current receipts.

#### Tells of Early History

The Central Life occupies the four upper floors. Judge Johnson said that



H. W. JOHNSON  
President Central Life of Chicago

85 percent of the other space was rented before the building was ready for occupancy. He paid high tribute to the architects, D. H. Burnham & Co., who designed the building. Judge Johnson told something of the early history of the Central Life, when it was located at Ottawa, and predicted a future of greater achievement now that it was so closely identified with the business life of Chicago.

#### Emmett C. May Speaks

The only other speaker was President Emmett C. May of the Peoria Life, who brought the greetings of the other life companies of the state to the Central Life. He called attention to the greater spirit of fraternity in life insurance in modern days. It is a constructive work and the people in it are having a bigger vision. President May said that good will in the life insurance business amounts to much. He referred to it as a sensitive business. Its reputation must be sacredly guarded. Life insurance, he declared, must be an institution of real service. The men in it must look to the future, must appreciate the great work they can do, and not measure their energy and thought on the hope of material reward.

#### Building Means Work

He said that success does not come to any enterprise easily. The building of the Central Life has meant hard work, much anxiety and much thought. He said in the promotion of any project, much anguish and trouble go with it. The Central Life was started in Ottawa,

## PEOPLE'S LIFE RALLY

AGENTS HOLD BIG ROUND-UP

Star Producers Pledge \$10,000,000 in New Business for 1925 at Two-Day Conference

FRANKFORT, IND., Sept. 2—Field men of the People's Life of Frankfort, meeting for their annual agency convention at the home office last week, pledged themselves to a production of \$10,000,000 in new business for the coming year. Representatives from throughout the middle west and southwest gathered at the home office for the two-day conference Thursday and Friday of last week. At the opening of the convention, Arthur C. Louette, manager of agencies, announced that the agents had brought with them applications for \$471,000 written in the two days preceding the convention. In addition to the pledges made at this convention, the company has set its goal at \$40,000,000 in force at the end of 1924.

#### Burget Gives Welcome

The address of welcome which opened the convention was given by E. O. Burget, secretary of the company, and an address on "Tuning In" was then given by Claude T. Tuck, superintendent of agencies. The balance of the morning session was given over to sales discussions by the field men themselves. The afternoon session of the first day was largely devoted to a discussion of policy forms and company practice. The program was summed up by J. G. Phipps, assistant secretary. A dinner party was given that evening by the company.

The second day's session opened with a discussion on the benefits of the Weekly Production Club, led by Hugh S. Jeffrey. E. D. Hodge then told of the benefits of the sales course offered by the company. "My most frequent objections and answers" was discussed by George D. Snyder, and the morning session was closed by two home office men, M. T. McCarty, medical director, and J. G. Phipps, assistant secretary, outlining some of the company features. The afternoon session was a series of talks on life insurance salesmanship and field problems by the agents, closed by Arthur C. Louette, manager of agencies, who spoke on "Conservation of Business." In the latter part of the afternoon, the field men joined in a baseball game and in the evening the company gave a banquet at the Hotel Coulter.

17 years ago. The late Arthur D. Warner, who later became head of the Forest City Life of Rockford, Ill., was really the man who inspired the promotion of the Central Life. President May said that Judge Johnson and his associates deserve great credit for what they have done. They started the Central Life in a clean way and have kept it so. They have been progressive. The company, he said, was founded on firm ideals and principles. The officials have been guided by lofty motives. President May called attention to the fact that since the Central Life was started, life insurance in force is five times as great as it was then.

Assisting Judge Johnson in receiving the guests were General Counsel W. H. Hinebaugh, Vice-President W. F. Weese, Secretary S. B. Bradford, Actuary Thomas H. Galbraith and Medical Director T. W. Burrows.

#### Colorado Seeks the Meeting

The Colorado life companies are seeking the 1925 meeting of the American Life Convention. They have enlisted Editor Cyrus K. Drew of the "Insurance Report" as a publicity man. A campaign will be started to attract attention. The Colorado officials will make considerable noise at the time of the New Orleans meeting. People will know they are on the map.

## ST. LOUIS PAPER GIVES DETAILS OF ITS PLANS

"Globe Democrat" Outlines Its Insurance Advertising Program

### WEEKLY AD IS CARRIED

Gives Appeal of Some One Class of Insurance Each Time, With Unbiased Viewpoint

The St. Louis "Globe-Democrat" has been making an extensive campaign on its insurance advertising program which was launched two years ago and has met with excellent returns in educating the public to the various insurance coverages. This plan has been outlined as follows by Douglas V. Martin, Jr., manager of publicity of the "Globe-Democrat":

#### Is Great Field

"The business of insurance represents one of the greatest fields of human activity today. Not only from the standpoint of the capital involved, but also because of its distinctly humanitarian aspect, insurance practice has become one of the most interesting of modern enterprises. Its popular appeal is unlimited. It is assuredly a universal boon and a necessity.

"Singularly enough, however, the great advantages of insurance have never yet been fully appreciated by the public. Possibly because of the relative youth of the insurance idea, possibly because the competition has not been close, insurance men generally have not yet resorted to the force of advertising in order to facilitate their selling problems and increase their sales.

#### Advertising Interest Grows

"Advertising men, seeking always to apply modern business methods to potential enterprises, have recently turned their attention to the insurance field. New organizations, notably the Insurance Advertising Conference formed a little over a year ago in Atlantic City, are being developed to study and standardize the problems of insurance advertising.

"Recognizing the possibilities of this new advertising classification, and appreciating the necessity of fostering its development, the St. Louis 'Globe-Democrat,' St. Louis' largest daily newspaper, inaugurated, in June, 1922, a unique campaign.

#### Carried Weekly Ad

"Each Wednesday this newspaper publishes a sizeable advertisement setting forth the advantages of insurance. One week it may be a certain phase of life insurance which is expounded. The next week some interesting advantage of fire insurance is brought to light, or tornado, credit, accident, or some other line.

"Week after week these advertisements tell the interesting story of insurance protection to prospective policyholders throughout St. Louis and its tributary territory.

"The messages are, in effect, brief editorials, and since they are underwritten by the 'Globe-Democrat,' they represent impartial opinion as to the value of insurance. For this reason their influence is perhaps all the more pronounced.

#### Gave Strong Appeal

"The name of the 'Globe-Democrat' is, however, subordinated. Beneath the bold, hand-lettered slogan 'Insure to the safety limit' is this message, apparent in each advertisement: 'Regard your insurance agent as you regard your attorney.'  
(CONTINUED ON PAGE 21)

## New Policies

New and appealing line of policies being written. Rates exceptionally attractive. Unusual contracts to agents. Several splendid agencies open in Iowa.

Write for information.

Louis H. Koch, President

**NATIONAL  
AMERICAN**  
LIFE INSURANCE COMPANY

Burlington, Iowa

## ACTUARIES

**DONALD F. CAMPBELL**  
CONSULTING  
ACTUARY  
160 N. La Salle St.  
Telephone State 7298  
CHICAGO, ILL.

**L. A. GLOVER & CO.**  
Consulting Actuaries  
Life Insurance Accountants  
Statisticians  
29 South La Salle Street, Chicago

**JOHNE. HIGDON** Actuaries & Examiners  
**JOHN C. HIGDON** 600 Gates Building  
Kansas City, Mo.

**FRANK J. HAIGHT**  
CONSULTING  
ACTUARY  
818-813 Hume-Mansur Bldg.  
INDIANAPOLIS  
Hubbell Bldg. DES MOINES, IOWA

**FREDERIC S. WITHINGTON**  
CONSULTING ACTUARY  
948-949 Insurance Exchange Bldg  
Tel. Walnut 3761 DES MOINES, IA.

**T. J. McCOMB**  
COUNSELOR AT LAW  
CONSULTING ACTUARY  
Premiums, Reserves, Surrender Val-  
ues, etc., Calculated. Valuations  
and Examinations Made. Policies  
and all Life Insurance Forms Pre-  
pared. The Law of Insurance a  
Specialty.  
Calcord Bldg. OKLAHOMA CITY

**J. H. NITCHIE**  
ACTUARY  
1523 Association Bldg. 19 S. La Salle St  
Telephone State 4992 CHICAGO

**JULIAN C. HARVEY**  
CONSULTING ACTUARY  
Chemical Building ST. LOUIS MO.

## TWISTING IS CHARGED

### BUTTON PROBING COMPLAINT

Virginia Department Takes Up Changes  
Made by Atlantic Life, Involving  
Term Policy

RICHMOND, VA., Sept. 3.—Com-  
missioner Button of Virginia is investi-  
gating a complaint lodged by A. O.  
Swink, Virginia manager for the Atlan-  
tic Life of Richmond, that W. S.  
Drewry, general agent at Richmond for  
the Connecticut General, permitted a  
\$50,000 five-year term policy, issued by  
the Atlantic Life in June, 1923, to How-  
ard P. Baker, of Baker-Royer Company,  
road engineers and contractors, Rich-  
mond, to be twisted to the Connecticut  
General in June of this year.

#### Issued in Connection With Bond

It appears that that firm had applied  
in June, 1923, for a \$500,000 bond in  
connection with certain work it was un-  
dertaking and it was suggested that both  
Baker and his partner, R. Stuart Royer,  
take out \$50,000 life insurance each as  
a protection to the bonding company.  
This they agreed to do and the desired  
bond was secured. Five-year term poli-  
cies for \$50,000 each were written by the  
Atlantic Life, and it appears that a sim-  
ilar policy was written for Baker about  
the same time by the Connecticut Gen-  
eral. This policy lapsed after the ex-  
piration of the period of the first quar-  
terly premium payment and it is un-  
derstood that Baker claims that he never  
received the policy and did not know  
that it was in force, the arrangements  
for its issuance having been made by  
the bond agent and the premium in-  
cluded in the charge for the bond, ac-  
cording to his version of the case un-  
folded to John C. Goode, chairman of  
the executive committee of the Rich-  
mond Association of Life Underwriters,  
who is investigating the case in behalf  
of the association.

The other policy, issued by the Atlan-  
tic Life, continued in force for a year.  
Baker was then induced to drop it, it is  
charged, and to be reinstated in the Con-  
necticut General. The new policy issued  
by this company bears the date of is-  
surance in June, 1924, but inquiry dis-  
closed that the premium was based on the  
age of Baker at the time of the issuance  
of the first policy. In correspondence with  
Commissioner Button, the company  
claims that it had a right to do this.

#### Button Calls Conference

Inquiry further disclosed that the sec-  
ond policy was written for the Con-  
necticut General by an agent for the New  
England Mutual, which was not com-  
peting in the case. It also developed,  
according to Mr. Goode, that an agent  
for the Prudential offered to land the  
business for the Union Central but this  
company declined to handle it when in-  
formed that the Atlantic Life claimed  
that unethical practices were being used  
to take the business from itself.

Commissioner Button held a confer-  
ence with most of the Richmond general  
agents last week in regard to the case.  
All were invited but some found it im-  
possible to attend. The commissioner  
desired to get the views of the general  
agents in regard to the ethics involved.  
It happened that Mr. Drewry had been  
called out of town and as a consequence  
he could not present his views. The  
commissioner indicated that he would  
hold a formal hearing later for the pur-  
pose of sifting the charges brought by  
the Atlantic Life and of inquiring into  
other angles of the case.

#### F. W. Allen

F. W. Allen has been appointed gen-  
eral agent for northwestern Iowa and  
northeastern Nebraska for the Minne-  
sota Mutual Life. Mr. Allen has been  
with the Aetna Life in Sioux City for a  
number of years.

## PROGRAM COMPLETED

### MEETS IN COLORADO SPRINGS

National, U. S. A., Rounds Out Details  
for Agency Convention  
Later in Month

The National Life, U. S. A., will hold  
its \$100,000 Club convention at Colorado  
Springs, Sept. 22-24. The program is  
as follows:

#### Sept. 22

##### Morning

Address of Welcome to Colorado—  
Royal E. Hooyer.

Address of Welcome—Albert M. John-  
son.

Address of Welcome to \$100,000 Club—  
Robert D. Lay.

Why a Life Insurance Agent—R. N.  
Howes.

Work, the Secret of Success—W. C.  
Brimley.

The Service of Our Company to the  
Field Man—Frank E. Davis.

What Company Loyalty Means to Me  
—V. M. Tresslar.

##### Afternoon

"Circle Trip"—Including Garden of the  
Gods, Manitou and Cave of the Winds—  
by Motor.

#### Sept. 23

##### Morning

Life Insurance Business as a Vocation  
for the Young Man—Sam A. Chiles.

Why I am With the National Life of  
the U. S. A.—A. D. Hemphill, Elmo Meade.

Why Representatives of the National  
Life of the U. S. A. Succeed—B. F. Maxey.

The "Little Black Book"—A. J. Faer-  
ber.

College Men in Life Insurance—James  
S. Barrow.

##### Afternoon

Pikes Peak by Motor.

7:30 P. M.—\$100,000 Club Banquet. Ad-  
dresses by General Agent Royal E.  
Hooyer, President Albert M. Johnson,  
Vice-President and Secretary Robert D.  
Lay, Vice-President Walter E. Webb.

#### Sept. 24

##### Morning

The Future in Life Insurance Work—  
H. L. McConnell.

Writing Big Cases—Geo. J. S. Baran.

True Salesmanship—Alfred MacArthur.

Attracting Agency Organization With  
Complete Protection—R. E. Irish.

Mortgage Insurance—S. P. Willey.

Installation of President of \$100,000  
Club and Brief Address by him—A. J.  
Faerber.

Distribution of Prizes Won During the  
Year.

Plans for the New Year and Closing  
Announcements—Robert D. Lay.

### Injunction Is Denied

DES MOINES, IA., Sept. 2.—Judge  
Franklin of the Polk county district  
court has refused to grant a temporary  
injunction sought by C. M. Woodward  
against the Brotherhood of American  
Yeomen whose officers are about to im-  
pose a new assessment rate on all life in-  
surance carried by members under what  
is known as class A.

Under the proposed advanced rate,  
policyholders will be forced to pay \$16.16  
per month on each \$2,000 policy as  
against \$1.95 under the old plan, Wood-  
ward contends. Such an assessment  
program was to become effective Sept. 1.  
In the argument before Judge Franklin  
attorneys for the Brotherhood made it  
clear that if the concern is to continue  
to function a higher rate is imperative  
and to sustain this contention the his-  
tory of numerous life insurance organi-  
zations, both benevolent and otherwise,  
was cited. It was pointed out that such  
great companies as the Bankers Life and  
the Merchants Life had to go on an old  
line life insurance basis in order to suc-  
ceed.

Another petition will be filed within  
a few weeks asking that a permanent in-  
junction against the enforcement of the  
new rates be granted.

## URGES CONSERVATION

### MORE IMPORTANT THAN SALES

O. B. Shortly, in Canadian Convention  
Talk, Says It Is Most Important  
Phase of Work

O. B. Shortly, of the North American  
Life at Toronto, speaking before the  
Winnipeg meeting of the Canadian As-  
sociation of Life Underwriters, stressed  
the importance of conservation of busi-  
ness, saying that this is more important  
than the sale of new business. Mr.  
Shortly said that persistency depends as  
much on the way the business is sold  
as the methods taken to conserve it  
after it has been placed on the books.  
Thus it is interwoven with salesmanship  
methods and business must be well sold  
to persist. Mr. Shortly said that the  
life insurance business is not peculiar in  
the matter of lapsation, as many have  
stated, but the same condition is found  
in practically all lines of business. In  
the case of a local business, such as a  
butcher, baker, tailor or merchant, there  
is a heavy lapse ratio, in that customers  
or clients will, after patronizing a cer-  
tain business for a number of years,  
transfer their accounts to a competitor.  
Mr. Shortly said that that is a lapse just  
as the cancellation of a life insurance  
policy is a lapse.

#### Must Be Well Sold

One of the most important points in  
Mr. Shortly's conservation program is  
to make certain that the policyholder  
understands his contract and all details  
of the purchase just as clearly as the  
agent. The business cannot be honestly  
sold unless this is true and in the event  
that this is not the case, a lapse is im-  
minent. Mr. Shortly said that there are,  
of course, some men in the business  
who have no idea whatever of remain-  
ing in it and are just trying to make the  
present count for the utmost. He said  
that these men do not represent the field  
however, and are doing a great deal of  
harm to the legitimate life underwriter  
and the reputation of the life insurance  
company. Loyalty should induce the  
agent to work in the best interests of  
the company and himself and for this  
reason the renewal commission should  
be given equal if not more consideration  
than the first year premium. The busi-  
ness should be sold with this in view  
and after it is sold, the policyholder  
should be constantly watched in order  
to assure the collection of the renewal.

#### Should Keep in Touch

Mr. Shortly said that the agent who  
was successful in obtaining an applica-  
tion should always deliver the contract  
and collect the premium himself. He  
should also collect all future premiums  
and keep in touch with his clients. He  
believes that it is essential to keep in  
touch with the clients monthly, not  
necessarily by calling on them person-  
ally, but by mail, sending some kind of  
a reminder or message on life insurance.  
Also the agent should not neglect to  
send the policyholder a card on his  
birthday, as well as a card on the ben-  
eficiary's birthday, as additional insur-  
ance can often be placed in that way.  
Christmas and other important dates  
should be remembered and the agent  
should keep himself constantly in the  
mind of the policyholder.

#### Connecticut General to Build

HARTFORD, CONN., Sept. 4.—  
Within the next three or four months  
the Connecticut General Life plans to  
commence the erection of its new home  
office building. The site which has  
been selected includes almost an entire  
block in the insurance district. The  
various departments of the company are  
located in a number of Hartford office  
buildings. The company has just leased  
an entire floor of Judd & Company's  
new building for its agency department.





## The Priceless Ingredient

This story is told of the "Priceless Ingredient."

"In the city of Bagdad lived Hakeem, the Wise One, and many people went to him for counsel, which he gave freely to all, asking nothing in return.

"There came to him a young man, who had spent much but got little, and said: 'Tell me, Wise One, what shall I do to receive the most for that which I spend?'

"Hakeem answered, 'A thing that is bought or sold has no value unless it contain that which cannot be bought or sold. Look for the Priceless Ingredient.'

"But, what is this Priceless Ingredient?" asked the young man.

"Spoke then the Wise One, 'My son, the Priceless Ingredient of every product in the market-place is the Honor and Integrity of him who makes it. Consider his name before you buy.'

The institution which one represents must, of necessity, have its influence upon the means and measure of a man's success.

Our desire is to preserve the highest ethics of the business world in general and of our own in particular and to build in to our organization only men and principles that will insure and preserve integrity in all of the Company's relationships.

## The Ohio National Life Insurance Company

T. W. APPLEBY, President  
W. F. MACALLISTER, Agency Manager

## LOUISIANA STATE LIFE

INSURANCE COMPANY

Home Office, Shreveport, La.

## TEXAS

J. C. EVERETT, Manager

317 Wilson Building

Dallas, Texas

## ARKANSAS

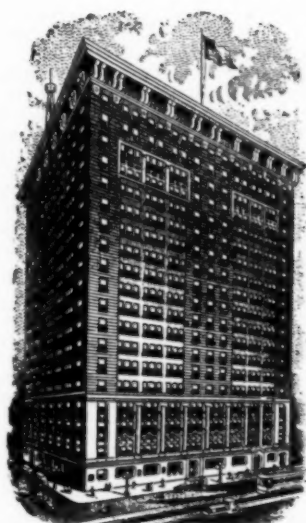
J. E. LEEPER, State Manager

P. O. Box 1077

Little Rock, Arkansas

*We may have just what you are looking for. Why not get in touch with us?*

# Story of the INTER-SOUTHERN LIFE EMPIRE BUILDING



INTER-SOUTHERN LIFE BUILDING,  
OWNED BY THE COMPANY

There is not a new institution in the world that would have ever BUILT AN EMPIRE if it were not for the best patrons coming in first and sustaining it always. The best prospects require a personal service. A medium-size institution where everybody is in harmony with its patrons appeals to the delicate touch of the most sensitive critic. As he demands and receives this service, he is unconsciously building the empire that serves him and his institutions.

THE BUSIEST AND BEST PROSPECTS have built this company. They may not have known it, but this is the law of compensation. We shall never have a better class or a more loyal support than these wonderful men and women who have made this first selection, and afforded this initial support and patronage.

If any company could reach the billion mark with the same class that we now have, it would be a marvelous company. WE ARE STRIVING FOR QUALITY such as we now have. We desire volume but only on a basis of quality. We have quality now covering risks up to the first.

### ONE HUNDRED MILLION

We have all of this first one hundred million in the highest class and type of life insurance ever written, not an industrial policy among them, not a health and accident policy on the list, not a group taken in without an examination. All are old line legal reserve policies on the lives of white men and women in the healthiest, wealthiest sector of the North Temperate Zone. The average risk is \$2,046.00; the average age is thirty; the average premium is \$28.00 per thousand.

### COULD IT BE MORE SELECTIVE?

We shall continue along these lines. We shall not attempt to cheapen the quality of our risks. We shall not break out into devious roads, or along dangerous lines. We shall pursue the even tenor of our way, undertaking to give the very best service to a select class.

## STATEMENT OF PROGRESS

Jan. 1	Total Admitted Assets	Insurance in Force	Reserve and Surplus to Policyholders
1911 .....	\$ 326,508.78	\$ 3,182,597.00	\$ 271,952.37
1914 .....	1,719,228.64	15,088,585.00	930,680.98
1916 .....	4,506,612.89	36,260,222.00	4,396,139.55
1918 .....	4,664,170.30	37,000,000.00	4,542,696.10
1919 .....	4,820,779.76	37,800,000.00	4,803,670.12
1920 .....	5,494,297.54	45,569,851.00	5,386,694.08
1921 .....	6,143,069.31	57,901,271.00	6,045,958.52
1922 .....	6,873,447.45	59,204,201.00	6,773,280.06
1923 .....	7,371,274.27	62,591,398.00	7,332,928.21
1924 .....	10,464,497.66	88,502,568.00	10,391,747.71
1924 (Aug.) .....	11,100,000.00	93,500,000.00	10,620,000.00

## INTER-SOUTHERN LIFE INSURANCE COMPANY

*Eighteenth Year*

JAMES R. DUFFIN, President

LOUISVILLE, KENTUCKY

**IS A GOOD COMPANY**

This is No. 10 of a series of advertisements appearing in *The National Underwriter*. Watch for succeeding ones setting forth Michigan Mutual opportunities.



Michigan Mutual Life Building

## Vision

The period that immediately followed the Civil War was one of terrorizing trials and anxieties. People realized the increased need of quick systemic relief for widows and orphans when their supporters were taken by death.

Such were the conditions in 1867 when a few of the far-visioned men of Detroit organized Michigan's first life insurance company, the Michigan Mutual. They saw clearly that quicker service could be rendered to Michigan people in times of calamity and distress.

More than half a century has passed; the splendid vision that first saw the possibilities of service to humanity has ever endured, and the tiny company has grown into an institution rendering to over 55,000 policyholders better and greater service as the years roll on.

Do you wonder that the Michigan Mutual and its agents are proud of that early vision?

## Michigan Mutual Life Ins. Co.

J. J. MOONEY, President      A. F. MOORE, Secretary  
GEO. B. MCGILL, Supt. of Agencies

Madison Ave. at John R. Street, Detroit

## The Child's 20-Pay Life Optional Endowment Policy of the

## Great Republic Life Insurance Company of California

Protects both the child and its parents and includes waiver of premium in event of permanent total disability of the father, who is the beneficiary. Agents are enthusiastic over its wonderful selling features. If you are interested, write for copy of "Making Dreams of Your Children's Future Come True," and our attractive proposition to agents.

J. R. RAILEY, Manager  
Southwestern Department  
401-2 Mercantile Bank Bldg.  
Dallas, Texas

E. L. BLACK, State Manager  
P. O. Box 299,  
Newport, Arkansas

W. H. SAVAGE, Vice President  
Los Angeles, California

## INCREASE IN ORDINARY COMPANIES WRITING ON MONTHLY PREMIUM PLAN

**A**DDITIONAL replies to the inquiry recently sent out by THE NATIONAL UNDERWRITER to American life insurance companies on the question of monthly payment insurance in ordinary companies, are as follows:

**Travelers**—The Travelers we believe was the first company to regularly publish monthly premium rates for regular life business. These were published in our life manual of Feb. 1, 1922. Since that time the company has paid for over \$50,000,000 of regular business on this form. It was obvious that the company could not afford to collect monthly premium from policies for small amounts and consequently the company has adhered to a rule requiring that the minimum premium permissible shall be \$10. The result has been that our monthly premium policies have averaged between \$9,000 and \$10,000, which fact has made it possible for the company to adopt an unusually low loading for its monthly premiums. The premiums are collected in the usual way, premium notices and receipts being sent to our branch offices.

### Experience Is Satisfactory

The experience of the company on this class of business appears to be satisfactory. A rough review of our statistical information does not indicate that the lapse rate is excessive. As explained above, the monthly premium plan, or at least as operated by the Travelers, does encourage the issuance of larger average policies. As a matter of fact, our monthly premium policies easily double the average contract issued by the company. There is distinctly a class of prospects who are more easily interested in the monthly premium plan for the reason that it fits into the budget program. We attempt to instill in our field men the idea of selling insurance expressed in monthly benefits to the beneficiary. It naturally brings out the point that the average insured is very much under-insured. Our agents then are able to fall back upon the presentation of the monthly premium plan, making it possible for the insured to purchase insurance in the easiest possible manner. There is undoubtedly a large field for the monthly premium plan. Some agents have criticised the plan for the reason that they have had to wait for their commissions. This argument however falls by its own weight if we accept the other facts already noted, one of which is that the average premium is double the regular annual premium policy.

**Mutual Life, N. Y.**—We do not issue monthly premium insurance.

**West Coast Life**—We have just started the issue of the monthly premium plan. It is especially adaptable to those on monthly or bi-monthly payrolls and there should be a minimum monthly premium of \$10. In our practice we take one-third of the quarterly premium for the monthly rate. We believe this plan will encourage larger policies and cause more people to insure.

**Conservative Life, Ia.**—We are strongly opposed to the monthly premium plan. We have never used it and doubt that it will encourage larger policies. It will possibly cause more people to insure and without doubt the lapses will increase proportionately.

**Inter-Mountain Life, Utah**—We have had no experience whatever with this form of premium payment and are not inclined to favor it, because of the great amount of additional work required. The monthly payment plan of course fits in better with a population in receipt of a wage or salary. In a community, however, where the income is ordinarily received for the most part in the

autumn, the monthly payment plan would not appear to us to be practical. It is probable that in the east and middle west such a system as the monthly payment plan is desirable.

**National Life U. S. A.**—This company does not write a monthly premium business and we have no demand for it.

**Acacia Mutual Life**—Our policies have always contained a clause giving the assured the right to make payment on the monthly plan. The plan has been used for many years and is entirely satisfactory. The insured can change the monthly plan any time, just as he prefers, to semi-annual or quarterly. There is no difference in handling the payments. An extra charge, both for the loss of interest and for the additional work, is without doubt necessary. Monthly payment policies make the home office work much more complicated, but there are so many other advantages that we do not see how we could get along without them.

**Dakota Life**—The monthly premium plan is not adapted to rural business. We have only a few policies on this plan and in these cases charge .09 of the annual premium. We have not however enough of this business to pass judgment.

**Western National Life**—We are in doubt as to this plan, but are inclined to believe that it is coming to stay.

**Central States Life**—With so many policyholders on monthly salaries and a general tendency to the monthly budget plans in households, monthly premiums seem to be in keeping with the times. When the amount payable monthly is not less than \$10, we permit settlement on a monthly plan by means of a draft on the insured's bank checking account. The monthly premium is one-third of the quarterly, which is in turn 26.5 percent of the annual. Our extra charge is 6 percent of the annual, the cost of collection being assumed to be not greater than that for quarterly premium. Our experience has run pretty smoothly, as we deal with a class of people who keep bank deposits.

The monthly premium plan does encourage larger policies, being in line with the monthly budgets, unless too much additional is charged for an extensive method of handling. It seems reasonable to believe that the plan would induce some to insure who have not already done so, but the stronger tendency would seem to be towards increase by those who already hold or have dropped what they previously held.

**National Life of Vermont**—We have so recently adopted the monthly premium plan that we cannot express an opinion other than to state that there should be of course an extra charge to cover loss of interest and increased expense incident to the increased burden in the auditing department.

**North American Life & Casualty**—We do not like the monthly premium plan, but may adopt it simply to meet competition. For an extra expense charge, one-third the quarterly rate is all that is practicable.

**American National, Mo.**—At the present time our company has not generally adopted the monthly premium plan. We do offer to our policyholders, however, the privilege of paying their premiums on a monthly basis. This is accomplished by securing an installment note properly signed by the insured. If provision is made for increased expenses, the plan has its desirable features. We feel that an extra expense charge should be made due to the increased overhead, and under our plan we merely charge



6 percent interest on the unpaid portion of the premium. We do not believe that the monthly plan would have much to do with encouraging larger policies, nor would it cause more people to insure, as those persons who are unable to carry old line insurance at the present time on the annual, semi-annual or quarterly basis are really more or less in the industrial class and should secure industrial insurance.

**Union National Life**—We think the monthly plan good. We have premium cards made for each month and the agent collects the premium and reports to the company. We add 9 percent to the annual premium and divide by 12. Our experience has not been particularly satisfactory, due to the fact that agents do not look after the business. The plan will induce larger policies and we believe will encourage more people to insure.

**Pacific Mutual Life**—The Pacific Mutual has never made a practice of issuing insurance on a monthly premium basis and in the ordinary department, although it did so many years ago in its intermediate department. In an occasional case where the prospect evidences a strong desire to make payment on a monthly basis, the most practical solution in our judgment is to issue the insurance under several policies providing for deferrment by making use of any term insurance.

**Ohio National Life**—We believe the monthly premium plan will be helpful and those policyholders employed on a salaried basis will be able to make life insurance premiums a part of their monthly budget. We permit the writing of monthly premiums, and our rate is 9 percent of the annual premium but we will not take less insurance than will give a monthly premium of \$10. We have had no experience on this business as yet, but we believe it will cause more people to insure and will encourage larger policies.

**Idaho State Life**—The monthly premium plan is a good one, if monthly payments are at least \$10. In writing this, we take a note for the annual premium on which the applicant pays installments monthly. In theory there should be an extra expense charge, but the interest on the note takes care of this in practice. Our experience on this practice has been satisfactory.

**Guardian Life, N. Y.**—We prefer the granting of liberal extensions of time under quarterly, semi-annual and annual premiums. The extension privilege is liberal enough to meet the means of policyholders.

**Register Life, Ia.**—We have never made a study of the monthly plan. To our knowledge there has been only one request in three years for monthly deposit. If written, there should be an extra expense charge and this would depend upon how much additional work was involved.

**California State Life**—We believe the plan good for city business. We meet such cases by issuing blue notes, with monthly extensions as payments on notes.

**Home Life, N. Y.**—The monthly plan is impracticable and costly. We sometimes take a note for the annual premium, payable in monthly installments, payments being made to the collecting desk. We doubt if the plan will encourage larger policies or cause more people to insure.

**Kansas City Life**—We have not considered the monthly plan. We suggest quarterly premiums or reduce the policy to such an allowance as the insured can handle. Though we cannot tell, we do not believe the plan would encourage larger policies or more policies.

**Equity Life**—We are not familiar with

the monthly premium plan, as we do not write it.

**Western States Life, Cal.**—We have only recently adopted monthly payment plan. In response to a demand from several of our agency organizations, we undertook to write such business provided the monthly premium was not less than \$10. There are at least three ways in which the monthly payment plan commends itself as a valuable asset to the man in the field. It is obviously an avenue of approach to the small buyer who finds even a quarterly premium a drain on his ability to pay. Soon after we announced our entry into this field, some of our agency leaders stated that their men thought the \$10 tended to defeat the object of the plan and we thus reduced the minimum to \$5. We do not charge an extra loading for the business, but merely cost one-third of the quarterly premium.

The second valuable selling point is that it helps the salesmen to increase the size of the policy he places. In this respect it is analogous to monthly life income insurance. In selling this popular form, an agent translates the date on the policy which a man is carrying in the amount of monthly income which it will provide his family and, in many cases, it is very apparent that the amount is awfully inadequate. Thus the monthly income policy shows the prospect how much he should buy if he can while the monthly payment policy parallels this by showing him how much more he can buy if he will.

The third advantage of the monthly payment plan is the opening which it gives for the sale of regular annual or semi-annual business. In our limited experience we have found that this is the angle which first produces results. Where an agent has been trained for years in selling on an annual basis, it is only natural that he could see in a monthly plan an opportunity to interest a prospect by talking to him in terms of \$5 or perhaps \$10 a month and later switch him over to an annual policy. The monthly plan is particularly suitable to city work. In the country the average farmer is still an economic unit receiving the bulk of his income in a bulk when his crops are sold.

**Northwestern Union Life**—The monthly premium plan is like the weekly offering for church expenses—good. The great majority of people would rather put aside small amounts weekly or monthly than to pay large sums quarterly, semi-annually or annually. This company accepts the money on a suspense account. There should be some extra expense charge in operating the monthly premium plan, as it will cost more to account so often. Our experience on this plan has been satisfactory and we find that it will encourage larger policies and cause more people to insure.

**Sun Life of America**—We are not favorable to the monthly premium plan. The reasons against it are so obvious as to need no enumeration.

**Canada Life**—We are not in a position to comment on this as we have not pushed this business. In fact, we have only written a few policies with monthly premiums. Those that have been written have been issued on a pure monthly premium basis, so that the total of the monthly premiums for one year is larger than on the half-yearly or quarterly basis. We have had very little demand for this business up to the present time.

**Fidelity Mutual Life**—At the present time we are giving the monthly premium plan some study, but we have not as yet formed an opinion in the matter. Nevertheless we would say that we are very much in sympathy with the budget arrangement in providing for life insurance premiums. At the present moment, however, we are not in a position to state what our final action will be in the matter, as we have not yet formulated plans for accepting premiums on the monthly payment plan.

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It describes life insurance at its best, and is therefore, as it ought to be, a Company ideal and is not "advertising bunk." It is a vital force in the work of this great and vigorous Company, energizing and inspiring Home Office and Field alike.

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This Company has always pursued those policies in the conduct of its business that have given it a high reputation for stability and fair dealing.

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JOHN BARKER, Vice-President

FREDERICK H. RHODES, Vice-President

## DREW AGENCY IN CHICAGO ADOPTS UNIQUE PLAN TO STIMULATE SALES

**A** UNIQUE form of agency organization is in operation in the A. A. Drew agency in Chicago of the Mutual Benefit Life, "The Working Men's Club," an organization of, for and by the agents themselves, proving a valuable addition to the agency routine. This club was formed about a year ago by some of the younger agents in the office and was originally intended as a training class for them. However, it has grown in popularity so that at present even the veterans in the office are members of the club and cooperating in its work. It has so grown in importance that it has replaced the old Monday morning agency meetings and acts at once as an agency training class, a weekly conference session and a social unit for the field men.

### Is Entirely Voluntary

The Working Men's Club is an entirely voluntary organization and is conducted without official supervision. The purpose of the club is to establish this line of work for the members and see to it by publicity and a system of fines that each member measures up to the minimum requirements in each sphere of his activity. The idea has proven popular and the agents evidence keen interest in the sessions and in seeing that they "Toe the mark" in every respect. The fines have been a considerable source of revenue, but the club is hoping to eliminate this revenue by developing an efficiency in the agency force that will preclude the necessity of fines. The revenue enables the club to stage social events and create an atmosphere of good fellowship among the men, but this phase will be continued even though the members increase in

efficiency so that fines are not forthcoming.

The four fundamental requirements of members are:

(1) Each member shall be required to report at the office not later than 9 o'clock mornings. A fine of 10 cents is levied each time he is late. The only exceptions are cases of sickness and absence from the city.

(2) The minimum standard of work for each member of the club, as determined by the club, shall be four people per day, one being a prospect never seen before, and with at least one serious attempt to close and two serious interviews.

(3) Each members shall publicly adopt a quota and give weekly reports on weekly business to the secretary, together with his weekly report on calls and their nature.

(4) Each member shall produce an application a week or pay a fine of \$1 for failure to do so, if he has been in the agency one year or more, and 50 cents if he has been in the agency less than a year.

Operating under these rules, the club has achieved notable results. The "app-a-week" idea has been developed and increased production has resulted in most cases. This system of voluntary quota has been beneficial to the office and to the individual. The interest evidenced by the agent is indicated by the increase in the attendance at the Monday morning conferences. The entire plan has proven particularly valuable during the summer months, as the members of the club kept up their production much better during the summer than did the others.

## Gives Valuable Pointers for Country Selling

**S**PEAKING of "Systematizing the Canvass" before the annual convention of the Life Underwriters Association of Canada at Winnipeg, F. W. Hobson of Brandon, Man., gave a number of valuable suggestions in rural soliciting. Mr. Hobson said that systematic canvassing in rural areas, while difficult, is nevertheless possible and essential, if the best results are to be obtained. While the rural solicitor is what might be termed a general practitioner, he must be able to diagnose all cases and to prescribe specific policies that will fit the needs. Thus, he must be as well trained a member of the profession as the big city producer. It is not always possible to have the same advance knowledge of a prospect in the country as in the city, but it is a mistake not to obtain all the information possible and there are many sources of obtaining this. Mr. Hobson said that information can be obtained through inquiring of the neighbors or of merchants in the business center in that territory.

### Question of Time Important

The question of time is one that is very important to men that canvass rural districts and thus the routing of the day's program must be carefully planned. Mr. Hobson says that the country agent has an advantage in that he can start earlier in the morning. The farmers are about earlier and by eight o'clock the man in the country should find himself with his day's work well under way. If he starts at this time in the morning and continues for a full day, he can cover a large area and see many prospects. He should have in mind a certain number of calls for each day and a minimum of seven is usually possible. Some such a quota should be established. Mr. Hobson believes that in canvassing the rural areas one must endeavor to close the appli-

## Where Procrastination Caused Loss of \$20,000

**M**ERLE COGSWELL, agency special of the Portland, Ore., branch of the Missouri State Life, has furnished the home office a startling example of the danger of procrastination in the purchase of life insurance. It is a case where a stepfather talked his wife out of a \$20,000 life insurance estate on her son.

### Stepfather Opposed Plan

In June Mr. Cogswell accompanied Agent Otto Neal to Wheeler, Ore., to settle a group claim and decided to endeavor to write some life insurance while in that town. Among others they interested was Donald Moses Rintala, 24 years old. He had the insurance men fill out an application for a \$10,000 policy, double indemnity in case of accidental death. But when it came time to sign the application and pay the premium young Rintala decided that he wanted to talk it over with his stepfather. He did so and the stepfather convinced Donald and his mother that the insurance was unnecessary. So the application was never signed.

Less than a month later Rintala's fishboat was swamped on the bar at Wheeler and he was drowned. Thus the stepfather really talked himself and his wife out of a \$20,000 estate. Young Rintala had no insurance on his life.

cation on the first interview. The time lost in driving between calls is too great not to follow this rule. However, when the case is not closed, detailed information should be noted and a file kept of this so that upon a return call to the area the agent can have a private "insurance census" of the district he is covering. Mr. Hobson said that the need of insurance for specific purposes is as great in the country as in the city and thus the field can never be overworked.



**UNEMPLOYMENT PLANS****SEASONAL FLUCTUATION****Some of the Problems That Present Themselves in Considering the Possibilities of Insurance**

HARTFORD, CONN., Sept. 2.—Dr. William H. Bailey, economist at the home office of the Travelers, says that he does not believe that any plan has yet been worked out which makes unemployment an insurable proposition. A great deal of good, he believes, can be accomplished by the establishment of unemployment funds, but this is the function of the manufacturer and labor unions rather than of an insurance company.

There are two aspects to the unemployment problem. One is the seasonal unemployment of certain classes of labor and the other widespread unemployment that comes with the depression of industry when the cycle of business swings downward.

**Seasonal Fluctuation**

In regard to the seasonal fluctuation, in the first place there is a national need of a certain amount of floating labor. The farmers in the wheat fields could not possibly guarantee year around employment to the laborers that they use at harvest time, but suppose the plan were worked out whereby these men were given year round work there. Who would cut the ice for the ice storage companies? There are many seasonable industries and these must have their extra help at the high point in the season.

It is quite possible in some kinds of industry to work out a plan whereby the seasonal fluctuations are overcome. It is even possible to overcome the big cycles of depression if proper reserves and funds are made for this purpose. An example of this is the Dennison Manufacturing Company, which makes Christmas cards and greetings and novelties of many kinds. Naturally the big rush of business for Dennison's would be at Christmas time and at Easter.

**Get Orders in Advance**

However, by insisting on getting orders a year in advance this concern evens out its work throughout the year. In addition to this it maintains special funds for periods of depression so that it can keep its employees busy. The plan worked out satisfactorily in the recent depression. A certain reserve fund is maintained and when the depression comes the employees are put on work making standardized articles which will be good for years to come. These are manufactured and put away and when the demand for them arrives they are sold. The special fund is used to finance this operation.

Many industries of course are not open to arrangements of this kind. A firm manufacturing steel bridges or locomotives could not operate in this way.

The economic theory back of the unemployment insurance movement is that the employee feels that in order to protect his job he must make as much work as possible for as many people as possible. Therefore he malingers on the job and insists on short hours. The advocates of unemployment insurance point out that if he were sure of employment through unemployment insurance he would lose this fear of being out of work and would become a greater producer. However, anyone who has studied industrial conditions knows that it is not when a man feels that his job is safe that he works the hardest. Whenever a depression comes on the efficiency of the workers goes up rapidly. The fear of losing the job makes a man work harder and more carefully hoping that he will be the last one to be discharged.

In some of the unemployment schemes which have been worked out in the past there has been some kind of a safety valve. When in Great Britain the un-

employment fund is exhausted the people are taxed to meet this deficit. This could not be done in the case of insurance companies. In Wisconsin the plan there, which was worked out, provided that as the fund was exhausted the amount of payment to unemployed should decrease. In other words, it is a matter for the establishment of funds and not for an insurance company. Any insurance company which contracted to provide a certain sum of money to an employee during unemployment would have to make good on its contract regardless of the amount of premium received or of the size of the fund set aside to take care of losses.

In discussing unemployment insurance with a representative of THE NATIONAL UNDERWRITER, Dr. Bailey drew a curve on a piece of paper to represent the rise and fall in business depression. He showed that if a number of employers could be taken in on the unemployment contract at the bottom of swing they could be insured, say, for a premium of \$25,000. As the swing started upward the premium would become \$33,000 and higher it would be \$50,000. Just before the next depression started in the premium would have to be \$100,000 to provide for the certain depression that is just ahead.

These premiums are all based on the

thought that the employer would stay in with his insurance and continue to pay premiums for a complete cycle, but employers are not willing to contract over a period of 25 years. They want to pay their insurance for a year at a time, consequently they would all cancel at the bottom of depression if good times were ahead and when their only worry as employers would be to obtain new help. But when business passed its peak and employees were being laid off they would all want to come in and pay the same rate that those who signed up a number of years before were paying. In other words, it would appear to be an insurable proposition if every employer came in at the right time and agreed to stay for 25 years.

In considering the position of the man who has seasonable work such as a plasterer, bricklayer and the like, it must not be overlooked that his pay includes an unemployment premium—or rather he receives more so that he can provide for himself an unemployment fund. A workman of this kind will receive \$6 a day where the man in a factory on steady work will receive but \$4 a day. In a year's time each will have received the same amount of money, the man in the factory by steady work having made up the difference between his \$4 a day and the \$6 of the seasonable worker. If the man with uncertain work is thrifty

he will come out ahead. He will live on \$4 a day and put the other \$2 away for the season of unemployment. Then he will obtain some other work during his off season, which, while probably not as remunerative as his regular work, will enable him in the long run to come out ahead of the men in the steady occupation.

**Would Weaken Responsibility**

Unemployment insurance would tend to take away the employer's feeling of responsibility toward his employees and he would much more freely add help and manufacture a surplus of goods which would necessitate his laying off his help much sooner. This would of course tend to aggravate the losses of any carrier of such a risk. It would also tend to aggravate any business depression. However, the best way to work out such a problem is to have a fund contributed to both by the employer and the employee so that each feels a responsibility toward the fund. If the administration of it is left in the hands of the workers they will prevent malingerers and see that it is used properly. If the employer must contribute he will also see the wisdom of keeping his employees on the job as long as possible. No plan which eliminates responsibility of either party is practicable in the opinion of Dr. Bailey.

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### Don'ts in Soliciting Life Insurance

BY ROBERT H. BEARD  
General Agent Pan-American Life,  
Chicago

**D**ON'T convey the idea to a person that something might happen to him, that there is a probability of his dying in the immediate future or being killed; therefore that he should take insurance. His reply will be to this question that he has taken this chance for a long time and will continue to do so for the present.

Don't talk about death to a prospect except to mention it incidentally. People don't like "crepe-hangers."

Don't say to a prospect that his wife would be in bad shape financially if he should be taken away and doesn't take insurance. Men do not like to be advised by strangers of their duty toward their family, they resent it.

Don't mention the words "life insurance" in soliciting, with the possible exception of saying that our contract is written by a life company. Call the insurance old age protection, salary continuance or something else. People are prejudiced against taking life insurance on account of their experience with the kind of life insurance agents which are considered pests.

Don't give customer the slightest assurance he can get our contract. People like to buy something that is difficult to get.

Don't approach a man with a mental attitude of trying to borrow \$50. You are selling something new and different. It is to his advantage more than yours if he enjoys a comfortable old age with our policy.

Don't try to sell life insurance if you are blue or discouraged. Unless you are in a happy frame of mind and show prosperity, people think there is something wrong with your proposition and your policies don't sell very good.

Don't talk too long. After you have made your selling talk, leave. Don't waste your own and prospect's time. It will react later if you do, and you are in danger of being considered an insurance pest.

Don't waste time with scattered calls. There are no green fields in the distance. Find prospects right in your vicinity close at hand. They are just as good as those a long distance away.

Don't call a person by his first or last name when soliciting his business. Some people resent this.

Don't wait for a person more than 10 minutes at the most. Your time is valuable and you can not make any money by waiting, as it is often too uncertain. It also gives a bad impression to your prospect.

Don't call on the phone for an appointment. If you use the phone, merely find out from someone else, if possible, if your prospect is in. Insurance can not be sold over the telephone. By interviewing people over the telephone it will usually ruin your chances in a later interview.

#### Oertel for Home Office

E. P. Oertel, an agent for the Great Northern Life at Wausau, Wis., for a number of years, has been called to the home office in Chicago, where he will assist Vice-President John A. Sullivan, in the agency department of the company. Mr. Oertel made an excellent record during his years with the company, having done agency organization work recently in Wisconsin. He was secretary of the Wausau Kewanis Club and commander of the Wausau post of the American Legion.

The Massachusetts Protective Life of Worcester, Mass., has been admitted to Montana.



## FIELD FOR FIRE AGENT HAS MORE READY ENTREE

Regular Life Men Would "Eat Up" Information He Has In Regard To His Regular Clients

BALTIMORE, MD., Sept. 2.—What is the future of the fire insurance or the general insurance man as a life insurance salesman? Can the man who is producing practically all forms of indemnity make a success as a life insurance agent? To be just a little more specific, is it reasonable for a casualty company, which decides to go into the life insurance business, to expect a heavy production from its general writing casualty agents? What has been the actual experience along this line?

E. H. Taylor, while the agency head of the Maryland Assurance, the life insurance running mate of the Maryland Casualty, gave some enlightening answers to these questions. Mr. Taylor had been with the Maryland Assurance since it commenced writing business, and had been faced with the necessity of building up business among the Maryland Casualty agents, the great majority of whom are fire and casualty men. In a recent interview Mr. Taylor said:

### All Should Write Life

"Any successful fire and casualty man who is not either writing life insurance himself or operating a department for the writing of life insurance is denying to himself an additional revenue of no mean proportions. The possibilities for the writing of life business by the fire and casualty agents have never been properly realized. Every big assured has what he looks upon as his insurance man. The favored agent writes the entire fire line, half of the compensation business, and gets, in addition, burglary, automobile, public liability and practically every other form of insurance that the assured can be induced to carry. But life insurance is allowed to go entirely overlooked. No mention is ever made of it. Hundreds of agents with clients who look to them for insurance advice of all kinds (except life) rely on them implicitly for information and suggestions regarding all sorts of insurance problems but never mention life insurance from one year to the other.

### Approach Is Ready Made

"But don't you see how foolish they are, and how as time goes on they will have to recognize the advantageous position they are in whether they want to or not? Here is a big manufacturer who has placed his insurance with John Jones for ten or fifteen years. He is a friend and possibly an admirer of Jones. He sees that Jones gets every piece of insurance business that it is possible to throw his way. Suppose Jones should suddenly decide to sell such a man some life insurance. Wouldn't it be the easiest thing in the world? He would not have to figure out a graphic method of presenting the subject, or a plan of approach that would just suit the prospect or anything of the sort. He could simply go to him and write him life insurance on a five-minute solicitation. He could land the application because the prospect would have entire confidence in him.

### No Resistance to Overcome

"You know as well as I do that many good life insurance men spend at least 35 percent of their time figuring out ways and means of approaching big customers. They have to first of all create confidence in themselves. They are utter strangers to a large number of their prospects. They have to break down a certain resistance, and penetrate the aloofness of the prospect to whom they are not known. These problems are not present for the general writing fire and casualty agent. He knows his customer thoroughly. He is familiar with all their problems. Suppose he wants to sell them business life insurance. He has all the data that he needs to make a solicitation. He has written the compensation business and knows the extent

of the payroll. He knows, in fact, all that he needs to know and more. He has information that would be worth hundreds of dollars to a specializing life insurance salesman.

### Life Men Would "Eat It Up"

"Suppose some of our big fire agents here in Baltimore would turn over to Ernest J. Clark, or J. K. Voshell or some of our other big life writers in Baltimore all the business facts they have regarding some important policyholders placing large lines of fire and casualty insurance. Think of what alert and resourceful men of that type would do with facts of that character. They would eat them up. They would turn them into business immediately. They would squeeze out the last dollar's worth of life insurance protection from their prospect. It would take them time, but they would do it. Yet these fire and casualty men could do it much more painlessly and speedily. They go on each day insuring the stock and fixtures of a concern representing perhaps 6 or 8 percent of the total value, and allow the brain which produces the entire concern to go uninsured. It is an incongruous and even ridiculous situation, that can not go on indefinitely. The fire and casualty man must come into the life insurance business for his own sake if he cannot be persuaded to come in for any other reason.

### Should Have Life Departments

"Very frequently important fire and casualty men object to getting into the life insurance business personally. For some reason they think it injures their standing as a general insurance man. Even granting that they are right, which I do not do, they should be willing at least to establish a life insurance department. They should be in a position to cover with life insurance such of their clients as are uninsured and need protection. Let them organize a department and place an expert life man in charge, but the main point is to have a life insurance service. The general writing insurance man who is close to his customers, who knows their needs and is familiar with every phase of their business life, has a responsibility to his clients. If he does not want to write their life insurance personally he can at least direct in a very general way the activities of the head of a life insurance department. He can supply the ammunition, the data, and an outline of the selling argument that will win over a particular prospect. Any general fire and casualty man who cannot see the force of this argument is indeed blind to his opportunities, and actually negligent of his customers' interests."

### Orgain Goes to Home Office

Frank Orgain, Louisiana supervisor for the Life Insurance Company of Virginia, with headquarters in New Orleans, has been appointed assistant manager of the mortgage loan department of the company and will move to Richmond, Va., to take up his new duties at the home office. Mr. Orgain has a record of 32 years' continuous service with the company, having started as agent at Danville, Va. He held a number of important positions, serving as superintendent at Charleston, S. C., and other points with marked success. Mr. Orgain was engaged in home office work when he was sent to New Orleans in 1915 as state supervisor for Louisiana. Under his supervision the company's business in the state has shown a healthy growth.

A FEW Go-Getters who know what great possibilities there are in General Agency building, and who have the gumption to build Agencies of their own, have a whale of an opportunity to connect with a company that's right, in a territory that's right, under the right kind of a contract.

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JAS. FAIRLIE, Vice-Pres. and Actuary

DR. J. R. NEAL, Sec.

## TALKS WITH LIFE INSURANCE MEN

**MISS** Genevieve Forsberg of the Chicago office of the Equitable Life of New York, has been successful in selling income policies to self supporting women, and her success is due largely to the fact that she is continually in search of information that will help her to close her sale. Among other things, she came across a report to the effect that careful research shows that business women are about two years behind men in bringing a standard income up to the equality of men. Moreover, they are compelled to stop their earnings almost ten years earlier than men, so that altogether the earning period of a business woman's life is 12 years shorter than that of a business man. As to the years of dependency, a woman's expectancy is six years longer than a man's, which means that with an earning period 12 years shorter than men, she must take care of a six year longer dependency. To do this, her investment must be most carefully conserved, and she must get almost twice as much on her investment as is necessary for man. The best solution to this problem is an income policy with disability benefit.

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**THE** Equitable Life of New York offers the following suggestion for an approach: "I want to make an important suggestion for the benefit of the beneficiary under the insurance you are now carrying."

For example, a well to do client may be carrying \$25,000 of insurance for the benefit of his wife, when he should have at least \$100,000, and can easily pay for that amount. In all probability, however, he would promptly refuse if asked to take out additional insurance. The tactful agent advises him to have the insurance he is already carrying arranged for payment on the monthly income basis.

He will probably want to know what income his \$25,000 policy will yield. When he sees the monthly figures, he will need no further argument. For none could be so convincing as the figures under his eye. He may say that he is not interested, that the income is too small, but his interest will be reawakened when he sees that he can easily make the income adequate if he choose to take additional insurance.

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**MANY** agents employ the "yes-but" method of meeting the prospect's objections. An example of this is "yes, Mr. Prospect, you can invest your money for higher interest, but can you guarantee that you will live long enough to acquire a large estate?" It is true that life insurance is not concrete, but a mortgage locked up in a safe deposit vault of a creditor is concrete, and life insurance can be used to protect the payment of that mortgage. Life insurance is intangible, but to the widow it is a concrete expression of her husband's affectionate care.

It is a common error to look upon the benefit of life insurance as accruing in the indefinite future, but this overlooks the present benefits. Men buy life insurance because the knowledge of what it does for them makes them happier, giving them a feeling of satisfaction in knowing that they have provided for any contingency. The agents must learn how to capitalize the existence of these immediate benefits.

It is true that another person is the beneficiary, but the insured also benefits in many ways. He has the satisfaction referred to, and in addition his credit is strengthened when he applies for a job. The fact that he carries life insurance enhances his reputation, and in other ways he benefits personally from his

contract with the insurance company.

Some men do not like to discuss insurance because it is related to death, and when this idea is in the mind of the agent too, the difficulty is hard to overcome. But mere existence does not appeal to most people. They live for home and family, for church and school, for a business they have created and nourished, or a government they have served. Few men are so misanthropic as to live solely for themselves. Life insurance expands life when interpreted in this way. It carries the influence and memory of a man through successive generations, and perpetuates life instead of acting merely as an agency to guard against death. The agent who has this view of life insurance can easily overcome this difficulty.

But the agent must remember that it is necessary for him to understand difficulties. He cannot bluff his way through. He must analyze the obstacles in his way, and find out how to meet them intelligently and effectively. He must study his own weaknesses as a salesman, to eliminate his mistakes and increase his efficiency as a life underwriter.

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**A** general agent stated the other day that in his opinion life men would find it much more profitable to take their vacations in September, or between Sept. 15 and Oct. 15. That is the time when business men are getting back to work from their vacations. They are putting on considerable steam then. They are exceedingly busy and agents find it difficult to make appointments. This general agent said that he had made it a point to remain at his office during the summer season, keeping his men at work as far as possible and then go away in September. The second week in September finds the heads of different lines of business back at work. He said that after all the summer season is one of the best times to work because people have more time then to give to the consideration of insurance.

**W. J. OLIVE**, of Holland, Mich., general agent of the Franklin Life, says that while the financial depression has been something of a handicap in life insurance selling, yet when it comes to making an analysis, of conditions, he finds that people seemingly have money for luxuries, so called. For example, Mr. Olive says that there is no less gasoline being purchased for automobiles, the movie houses are crowded, the resort parks are well patronized. Almost anyone can save enough money to purchase life insurance if he desires. They must be convinced that it is something that is wanted and is necessary. Mr. Olive stresses the point that more life insurance is sold through the heart than through the head. A fine array of figures does not make the appeal that does a picture showing what may come to a family, if the breadwinner is gone.

### People's Life Reports Big Gains

The Peoples Life of Chicago has gained \$1,000,000 in force so far this year. This figure represents a larger gain than it indicates, as a certain group insured some time ago for \$5,700,000 lapsed \$5,000,000, leaving only \$700,000 of that amount in force. Thus the company's officers are gratified with a \$1,000,000 gain since the first of the year. The agency department of the Peoples Life is being developed and the company is spreading out over middle western territory as soon as it can secure state licenses. Missouri was recently entered and the Indiana organization is now being developed under A. E. Sullivan. Application has been made to several additional states and the company is only awaiting the official action of the insurance superintendent before organizing agency plants in these states. The Peoples Life is continuing its educational classes in charge of Dr. R. P. Sheperd and the class which begins this month will probably have 30 prospective agents.

# Ohio and the Royal Union Life

## The Buckeye State

Ohio is rich not only industrially and agriculturally, but historically also.

The territory of which the present state of Ohio was a part, was ceded to Great Britain by the treaty of Paris in 1763. In later days it was the scene of many historical Indian battles.

Ohio became a state in 1803. Her citizens not only contributed greatly to the up-building of the West, but have given to their country seven of its presidents, namely—U. S. Grant, Rutherford B. Hayes, James A. Garfield, Benjamin Harrison, William McKinley, William Taft, Warren G. Harding.

Today over 90% of the 25,073,600 acres of land within the state's boundary, is given over to farming. In 1923 the value of her corn crop was \$118,296,000; wheat, \$42,335,000; hay, \$61,000,000.

Ohio is an industrial leader, iron and steel being the most important products. Bituminous coal mining is a great source of employment and income; and there are great quantities of petroleum, valuable clay and natural gas.

Among the principal cities are Cleveland, Cincinnati, Youngstown, Toledo, Columbus, Dayton, Akron and Canton, with many other cities of importance.

## Royal Union Life Insurance Co.

**OHIO BRANCH OFFICE**  
925-936 Renkert Bldg.

Canton, Ohio

**J. W. A. Staudt**  
State Agent

**C. L. Staudt**  
Asst. State Agent

**A. C. Will, Cashier**

**Paid to Policyholders Over \$17,000,000.00 Insurance in Force Over \$115,000,000.00**



## CAN AGENCY QUALIFICATION BILLS THAT HIT THE SPOT BE PASSED?

By GEORGE BROWN

**T**HERE are just two ways of securing the operation of an agency qualification plan—through a state law and through an advisory board system. The failures of the last two years to put a state law over and an analysis of these failures indicate that this method might as well be abandoned and that the strength of state organizations might better be exercised on the advisory board plan.

### Groups of Insurance Will Not Work Together

The qualification law idea won't work, because the several divisions of insurance cannot or will not work together. In Virginia the casualty agents were the opponents. In Massachusetts there's internal discussion because the life men linked up with the reciprocals that were trying to get into Massachusetts.

In Missouri a lack of concerted effort on the part of the several insurance divisions gave the legislature a good excuse for indifference as to the fate of the bill and it died for lack of nourishment.

In Nebraska, the Lincoln Life Underwriters Association found it impossible to convince the legislators it wasn't a scheme to create a monopoly for the men already in business.

In Michigan there was a demonstration of opposition to a qualification statute that was illuminating as to the impossibility of final success. The bill was passed by the house but smothered in the senate insurance committee. There were many reasons for this treatment of the bill, but the outstanding obstacles were opposition by mutuals and reciprocals because they feared some "joker" in the proposed law that would hamper them in their free and

easy way of doing business; a fear on the part of certain newspapermen that it would interfere with a small line of renewals inherited by a widow on the death of her husband who a newspaperman himself wrote some insurance as a side line; the fear of a member of the state insurance committee, interested in mutual loss adjustments, that it would bother him in some way; the fear of an influential member of the administration that it would inconvenience the operation of certain reciprocals in which he was financially interested; dislike of the introducer of the bill by certain members of the senate. These were a few of the obstacles in the path of the bill.

### Opposition of Life Men Was Found to the Bill

In addition to these there was the veiled hostility of a few life insurance general agents who continued their opposition, notwithstanding the introducer of the bill and the officers of the state association had amended the life men out of the bill at the request of the Detroit Life Underwriters Association.

I wouldn't know all this but for the fact that I was the introducer of the bill myself and when I found I couldn't pry it out of the senate graveyard I discovered the several obstacles in my digging.

There has doubtless been the same kinds of trouble, more or less in each legislature in which the bill was introduced last year, each measure being patterned after the uniform bill drafted by the National Association of Insurance Agents.

The life men as a class don't want a

qualification law. They not only won't support it but they'll buck it to a standstill. Our friend Vic Barry, of the Metropolitan Life, opposed it at the hearing before the house insurance committee in Lansing. The committee room space was taxed to capacity by life men, including four or five former insurance commissioners, now life company executives. "It's a fine bill but don't include us," was the theme of their oratory.

### Should Reach Qualification Through State House

I don't believe after the experience I had with the Michigan bill that a general qualification bill could be put over in any state. Tennessee had much the same experience, the life men first and then the health and accident men, jumping out of the corral.

If I am correct in my contention then the sensible thing to do, the most effective step to take, is to persuade your insurance department to cooperate with you in an advisory board system, after either the Pennsylvania or the Michigan plan.

In Pennsylvania there are 37 boards covering 67 counties. The boards are voluntary workers, each consisting of fifteen insurance men—five life, five fire and five casualty, with subdivisions in the large centers. A personal examination is made of all applicants.

Tom Donaldson says: "If you think you need statutes to permit of any volunteer movement, I say you do not. We haven't in Pennsylvania a line in any statute recognizing the advisory board plan but we have the plan in operation."

Michigan didn't follow the same lines laid out by Donaldson while he was insurance commissioner. The Michigan Association of Insurance Agents modified it, so as to cover only fire and casualty men, leaving the life and health and accident men to devise their own system by agreement with the state insurance department. They didn't propose to get into any such mix-up as

there developed over the qualification bill.

The details of the Michigan plan have been printed at length in this paper several times. Briefly, the state has been divided into ten regions with a committee of fire and casualty insurance men in each. Commissioner Hands has drafted a questionnaire supplemental to the applicants' general statement. This questionnaire is sent to the local regional committee. The replies to the questions and a report of the personal examination is forwarded to the department and it is then up to the commissioner to refuse or grant the license. There is no clash of conflicting interests and the fire and casualty men are unified without a dissenter, as far as known. The only dissenters will be the incompetents and irresponsibles who want to enter the fire and casualty business and who have no more right or license to handle these lines than to practice medicine, surgery, law, architecture or real estate, all of which are protected by examining boards in Michigan. There won't be any statute but there will be a "gentlemen's agreement" between the insurance department and the state association.

### Michigan Plan Will Train Better Class of Agents

The "Michigan Plan" will naturally be improved through evolution as time passes. The public will avoid unqualified insurance men, as they now avoid quack doctors and shyster lawyers. There will always be the wrong kind of insurance men as there will be the wrong kind of doctors and lawyers but they'll grow less and less. Some day we'll complete the "Michigan Plan" by protecting the qualifying title "insuror."

It will likely be several weeks before the plan becomes operative. The association officers expect as much. It will relieve the insurance department of a lot of work and it will be a big help to fire and casualty insurance buyers even in its initial form.

# Life Endorse Each Other

Ohio is a true cross-section of American life. In this state you find the highest type of industry and agriculture. In both activities the "BUCKEYE STATE" is a leader. Her citizens from whose ranks have come seven of our presidents, are representative of intelligent America.

From this rich state which offers a fertile field for progressive life underwriters, has come a substantial endorsement of the Royal Union Life, as indicated by the \$15,000,000 of life insurance this Company has in force upon the lives of this progressive people.

EACH MONTH THE TOTAL GROWS LARGER.

## ROYAL UNION LIFE

INSURANCE COMPANY

Des Moines, Iowa

A. C. Tucker, President

Wm. Koch, Vice-President

D. C. Costello, Secretary

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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### What Is a Company For?

ONE of the foremost educators on life insurance asked his class this question: "What is a life insurance company in business for?" In an instant, one of the students replied: "To make money." This was just the reply the teacher wanted, for his reply was something like this: "That is where practically everybody, including the bulk of life insurance agents, make a mistake. A life insurance company is in business to pay death claims to widows and orphans and to save money for active men for their declining years. They are in business to protect the savings of policy holders." This teaching was very forcibly brought to mind recently in discussing the subject of interest rates that companies earn, with several company officials. The investment department must have primarily in mind the safety of investments that it makes. It is not enough that they be so spread out that they take advantage of the law of average of investments. Each investment must be so selected that there is a minimum possibility of loss. For this reason, a conservative rate is satisfactory.

### Power of Personality

PERSONALITY is one of those frequently used words which are too large to be contained in definition. It can only be thought of as a man's complete life, what he has achieved through the use of that great power of constructive thought and action. It is the product of his mental processes and attitude, for personality is made or destroyed by the mind.

Personality is that force which gives one command over himself in any circumstances, which enables him to master his feelings and impulses, as well

as his voice, his gestures and his looks. This is the type of man who is a real power.

That which we call a strong personality is not a gift limited to a fortunate few, but a goal in the reach of all who will pay the price. The foundation for a strong personality should be laid in character, just, sincere and good. It is the result of the constant use of judgment, prudence, diplomacy, tact, and the consideration of the rights and privileges of others. It is developed through clean living and noble thought.

### Using the Monthly Income Plan

It is unfair for any man to expect his wife, inexperienced as she is in business matters, to handle the large sums of money that may be paid to her through his lump sum policy, especially as that will come just when she is suffering from the shock of his death. Investigations have shown that lump sum policies do not as a rule carry out the intention of the insured to provide for his family, as usually they are dissipated in a short time. One investigation showed that when a lump sum was paid to the beneficiary, in no case did any of the insurance remain after seven years.

Promoters of speculative stocks do a

large portion of their business with the beneficiaries of life insurance policies. The sure thing which the unscrupulous salesman offers frequently seems the solution to a financial trouble to the widow. Funds are also exhausted by requests from relatives and friends for loans, or perhaps by her own innocent desire to get things that she wants but does not need. Income settlements administered by the life insurance companies do away with all of these possibilities. The company guarantees to pay her a fixed income under any circumstances and this cannot be interfered with by relatives or promoters of questionable concerns.

## PERSONAL GLIMPSES OF LIFE UNDERWRITERS

S. Howard Swope of Cincinnati, special representative of the Union Central Life in its home city, working in conjunction with Manager John L. Shuff, died on Aug. 27, at Long Beach, Cal., after a two year fight for his health. He had been with the Union Central since 1916 and was 55 years of age. He served as president of the Cincinnati Life Underwriters Association and was a most popular man. This year, in spite of his illness, he wrote over \$200,000 of business. Up to the time he was stricken in 1923, he produced \$575,000, this representing seven months' work. Aside from Mr. Shuff himself,

general insurance agency and is chairman of the publicity committee of the Michigan Association of Insurance Agents.

Theodore T. Redington, one of the agents of the Provident Mutual Life in Chicago, has been missing since last Friday and his whereabouts are unknown. Mr. Redington was formerly one of the general agents of the company, being a member of the firm of Herrick & Redington, who succeeded Paul Loder, when he was recalled to Philadelphia to become home office general agent. Mr. Redington at that time was one of the agents, his father being Maj. E. D. Redington, the veteran agent of the company in Chicago. When W. J. Arnette, Chicago manager of the Fidelity Mutual Life, resigned to become vice-president of the Volunteer State Life, Mr. Redington was chosen as his successor. Recently the company made a change, sending C. A. Scholl, assistant superintendent of agents, from the home office to take the management at Chicago. Mr. Redington then returned to the Provident Mutual as an agent. He is a Dartmouth man and lived in Evanston, Ill. He has a wife and six children.

Combining business with pleasure, E. P. Melson, president of the Continental Life of St. Louis, spent a few days in southern California visiting old friends, following his attendance at the agency convention of his company which was held in Denver August 21-22. He left Los Angeles Aug. 27, for El Paso, and will visit the Texas agencies of the Continental before returning home.

In conversation upon the subject of business conditions affecting the sale of new insurance, Mr. Melson stated that his company has experienced a decided improvement within the past six weeks, and that he had received similar reports from the officers of other companies whom he has met on his trip.

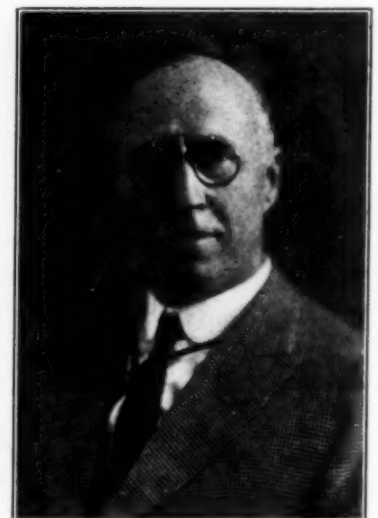
Fred S. James & Co., of Chicago, who conduct a large general agency in that city, are meeting with much success in writing life insurance. They



S. HOWARD SWOPE

Mr. Swope was the largest producer in the agency. He made his policy holders his intimates, with the natural result that they bought from him again and again. Owing to Mr. Swope's former connection with the theatrical business, he specialized on writing the people of the stage, and in this field was very successful. Among his clients, may be mentioned Thurston, George M. Cohan, Harry Houdini, Patricola of Victor fame, Harlan Dixon and Trixie Friganza. He was a great believer in life insurance himself and carried a large line. During his two years' illness, he received permanent and total disability benefits from some of his companies. Mrs. Swope was not sold on insurance some years ago. At that time, Mr. Swope had a number of pianos sold, but did not have the money on hand to release the shipment. He did not know which way to turn. His wife inquired about his insurance, which he had been praising so highly. Mr. Swope had not thought of this. He immediately got in touch with the Union Central in which he was insured, secured a loan, delivered the pianos, and paid off the loan. After that Mr. Swope believed in life insurance. Early in life Mr. Swope was on the stage as a member of a theatrical team, known as Whitney Bros. He never lost interest in the footlights. He was a musical composer, one of his best known works being "The Mosquito Parade." He was in his earlier years in the piano business at Greenville, O.

Detroit life insurance men who live in the legislative district served by George Brown, the well known insurance man of that city, should not overlook him at the primaries, Sept. 9. Mr. Brown is a member of the Detroit Life Underwriters Association. He has served in the Michigan house with distinction and has done excellent work. He conducts a



JOHN J. SPEAR

have a general agency with the Travelers which became effective Jan. 1 of this year. Each month has seen a steadily increasing volume of new business. The members of the firm announce that during August the production amounted to over \$1,250,000. The life insurance department is in charge of John J. Spear, who has had an excellent experience as a personal producer

(CONTINUED ON PAGE 22)



**LIFE AGENCY CHANGES****GENERAL AGENTS APPOINTED****Volunteer State Life Makes Several Changes in Florida and Texas Territories**

The Volunteer State Life has appointed R. M. Anderson general agent at Jacksonville, Fla., to supervise the northern part of the state. Mr. Anderson was formerly actuary of the American National at Galveston, but resigned during the war to engage in field work, and has been highly successful as a personal producer.

Murray P. Eidson was appointed general agent at Dallas, Tex., for the city and several adjacent counties. T. W. Scales and J. C. Rodehaver have been appointed joint general agents at El Paso, Tex., for the extreme western portion of the state. Mr. Scales is general agent in the same territory for the Maryland Casualty and Mr. Rodehaver is an experienced life insurance man devoting full time to the business.

The Volunteer State Life has appointed Robert H. Pentz general agent for extreme north and northwest Texas, with headquarters at Ft. Worth. Mr. Pentz was formerly agency manager of a New York company, but resigned to engage in general agency work in the territory in which he has been operating for the past nine years.

**J. A. Howell**

J. Ashby Howell has been appointed state manager in Wyoming for the Minnesota Mutual Life. Mr. Howell will make his headquarters in Thermopolis, where he spent his early days. In recent years he has had his business connections at Worland, Wyo.

**P. Sitrick and D. H. Rosenbaum**

Phil Sitrick and David H. Rosenbaum have been appointed general agents for the Lincoln National Life at Davenport, Ia., with offices in room 420 Union-Davenport building. Mr. Sitrick has been district manager for the company since the first of the year and prior to that time had been special agent. The territory of the new agency will include seven surrounding counties.

**Joseph A. Whetstone**

Joseph A. Whetstone has been appointed an additional general agent at Portland, Ore., for the Montana Life. His agency will be independent of that of B. Baur Schmidt. Mr. Whetstone was formerly the owner of a string of country weeklies in Montana, but in 1920 disposed of these interests and went to Portland in the service of the Guardian Life, later transferring to the New York Life. He has been one of the leading writers of the New York Life in Portland for the past three years.

**John S. Gregg**

John S. Gregg, formerly receiver of the State Bank of Madoc, Mont., has resigned from that position to become general agent of the Montana Life at Scobey, with territory embracing Valley, Roosevelt, Sheridan and Daniels counties. W. J. Dobbin continues as general agent in the same district, but the field organization will be expanded in view of the splendid crop outlook in northeastern Montana.

**Albert F. Moore**

Albert F. Moore, who has been connected with the Phoenix Mutual Life in Chicago, has resigned to become general agent of the Mutual Trust Life of that city, in the Englewood district in Chicago.

**A. T. Blakemore**

A. T. Blakemore has been appointed superintendent of agents for the Faerber

## The Pan-American Life Insurance Company Wants Four General Agents in Ohio

Offices will be opened in Cleveland, Cincinnati, Columbus and Dayton.

The men who secure these positions must be good personal producers and must know how to organize and manage an agency. They will be given valuable General Agency contracts with liberal financial support.

Pan-American service includes:

Unexcelled Low-Cost Life Policies  
Substandard Policies for Under-Average Lives  
Child's Educational Endowment  
Group Insurance  
All Forms of Accident and Health Insurance

**Address**

E. G. SIMMONS, Vice-President and General Manager

## PAN-AMERICAN LIFE INSURANCE COMPANY

NEW ORLEANS, U. S. A.

CRAWFORD H. ELLIS, President

Capital, \$1,000,000

Total Resources, \$14,000,000

Insurance in Force, \$125,000,000

# Commercial Life Insurance Co.

IN THE HEART OF AMERICA

Kansas City, Missouri

We are offering top-notch contracts to men that are willing to build with a growing Company.

Our policy contracts are second to none.

If interested in some good Missouri territory, write us.

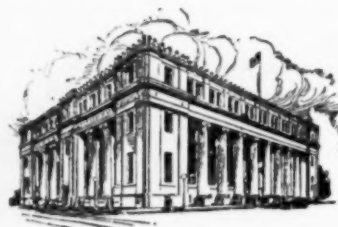
## OFFICERS

F. H. UEHLING, President      W. K. BRAMWELL, Vice-President  
WILMER LYONS, Secretary-Treasurer  
DR. C. E. TOLLE, Medical Director

Insurance in force after twenty months—  
over two million.

**305 Reliance Building**  
Kansas City, Missouri

## Over 1½ Million Policies Now In Force



Only four other life insurance companies in America have more policy contracts in force than this company. The following figures show its remarkable growth in the last ten years:

	Jan. 1, 1914	Jan. 1, 1924
Assets .....	\$ 7,804,230	\$ 40,113,271
Policies in Force...	501,302	1,552,803
Insurance in Force	73,455,636	351,149,583

Attractive opportunities open to competent agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois, Missouri.

**The Western and Southern Life Insurance Co.**

W. J. WILLIAMS, President

CINCINNATI, OHIO

## A Company with Friends Everywhere

The agent who is selling insurance in this Company, which for seventy-three years has been rendering unexcelled service, does not work alone. Wherever he may be, he finds enthusiastic friends ready to help him by testifying that there is no better company in the land than the old Massachusetts Mutual. Its enviable record for service and the low net cost of the protection furnished make a combination that assures success to any real worker in the field.

JOSEPH C. BEHAN, Superintendent of Agencies

**MASSACHUSETTS MUTUAL  
LIFE INSURANCE COMPANY**

OF SPRINGFIELD, MASSACHUSETTS  
INCORPORATED IN 1851

agency of the National Life U. S. A. at Davenport, Ia. Mr. Blakemore was formerly secretary of the White Lily Manufacturing Company. He will take charge of the organization work in the Faerber agency and his territory will extend through eastern Iowa and western Illinois.

## Kemper Gets Pilot Life

W. Kemper & Son have been appointed agents for the Pilot Life at Dallas, Tex. The new Dallas agency conducts a general insurance business. The senior member of the firm has been in the insurance business for several years. The Pilot Life was formerly the Southern Life & Trust Company of Greensboro, N. C.

## MISSISSIPPI VALLEY

### GUARANTY LIFE CONVENTION

Davenport Company Will Hold Annual Gathering of Agents Friday and Saturday

DAVENPORT, IA., Sept. 2.—The annual home-coming of the Guaranty Life, to be held here Friday and Saturday, will attract 100 agents from nine middle western states. Sessions will be held in Terrace Gardens and Lee J. Dougherty, secretary and general manager, will preside at the Friday morning meeting, welcoming the visitors and outlining the work of the meeting. W. F. Meiburg, actuary and assistant secretary, will discuss "What Old Line Life Insurance Means," and Eugene Pakes, assistant secretary, will tell "How Life Insurance Premiums Are Made Up."

R. M. Naplas, president of the Reinsurance Life of Des Moines, will be the principal afternoon speaker on "Present Need of Life Insurance." Other papers will be read by Joseph J. Weck, A. G. Mason, A. J. Loyet, A. J. Faerber, R. Branham, W. H. Curran, J. L. Pryor and Walter Ames. J. F. Fogarty, president of the \$100,000 Club, will be the speaker at the banquet at the Hotel Blackhawk that evening and W. J. Moriarity, St. Louis, state manager; J. A. Blum, Des Moines manager, and others will give talks.

Department heads will speak after the routine Saturday morning program, the \$100,000 Club will elect and in the afternoon there will be a picnic outing at Seaman's grove. Horseshoe pitching, baseball and other sports will be provided.

## NEWS FROM THE EAST

### BUYS NEW HOME OFFICE SITE

Ohio State Life Purchases Larger Space in Heart of Growing Downtown District

COLUMBUS, O., Sept. 2.—Having found the site at the corner of Broad street and Lexington avenue, Columbus, which it purchased some time ago, inadequate to its needs, the Ohio State Life this week completed a deal for the lot at Broad street and Grant avenue, on which it will erect a four-story building, with rooms for shops on the first floor and offices on the remaining floors for the use of the company. The lot is 190 by 187½ and is one of the most desirable in the city, with the development of business houses along East Broad street, which had long been the city's most fashionable thoroughfare. It is said the consideration was more than \$375,000. Six floors may be added to the building later on, making a ten-story structure. The Ohio State Life is now situated in the First National Bank building, but the rapid and substantial growth of the company has compelled it to seek larger

quarters. The company has not yet decided just when it will build, but architects are working on the plans.

## Northwestern Gains in Ohio

The John S. Marsh general agency of the Northwestern Mutual in northeastern Ohio, at Cleveland, stood fourth in the company for the first fifteen days of August. This production is especially interesting in view of the fact that no large city is included in this territory, the original agency having been split about a year ago, Chas. C. Dibble retaining Cleveland and Cuyahoga county. It shows the possibilities of intensive development, both in a metropolitan city and in the outlying small towns.

## United Life Agents Gather

The ninth annual agents' convention of the United Life & Accident of Concord, N. H., was attended by agents from all parts of the country, meeting at Concord last week. Business sessions were followed by a banquet. President Allen Hollis made the address of welcome and Anthony Povilaika of Waterbury, Conn., president of this year's White Mountain Club, responded. Members of the club, which consists of agents writing \$100,000 or more new paid for business annually, were then taken on a two day's trip to Montreal.

## SOUTHERN FIELD

### TO ENFORCE RICHMOND RULE

Life Agent There Must Take Out Brokers' License to Place Fire and Other Insurance Lines

John G. Miller, agent at Richmond, Va., for the Mutual Benefit Life, will have to take out a broker's license if he expects to continue placing fire and other lines of business with a Richmond local agency handling general lines, as he has been doing for some years with only a solicitor's license. It appears that when the time came for renewal of this license this year, he was informed that under a ruling of Commissioner Button of last year it could not be renewed and that he would have to get a broker's license to continue doing such business unless he could establish reciprocal relations with the firm.

Thereupon he endeavored to get the Mutual Benefit to authorize issuance of a license to the firm to write life business to be exchanged with him for business of other classes which he might turn in. This angle of the case was referred to the executive committee of the Richmond Association of Life Underwriters, with the result that the committee decided to stand pat on a rule of the association to the effect that agents or firms not regularly engaged in the life business should not be recognized as entitled to a life contract. Accordingly, C. T. Thurman, general agent for the Mutual Benefit, declined to permit the firm to get the desired license. The rule, it was explained, would also debar Mr. Miller from writing other lines but for the fact that he was doing this before the rule became effective and it was held that it could not be retroactive.

## PRACTICES ARE DENOUNCED

Vice-President Arnette of the Volunteer State Life Is Severe on Twisting and Rebating

Vice-President W. J. Arnette of the Volunteer State Life comes out very strong against twisting and rebating, stating that the Volunteer State is strongly opposed to these nefarious practices. The company has always taken a decided stand in combating these evils. Mr. Arnette says:

"With the enormous growth and de-



velopment of life insurance, it is but natural that unscrupulous individuals will find their way into the business, notwithstanding barriers set up by supervising officials and companies to keep them out. Under the guise of "experts", "counselors" or "adjusters", these people represent themselves as not engaged in selling life insurance, but rather as charging a percentage of the amount "saved" as a fee for services. The amount they purport to "save" is the cash value of policies they advise cashing-in, reinvesting the proceeds—the yield from such investment to be used in purchasing new insurance. To the honest, experienced life underwriter the deception of this reprehensible practice is easily understood. In the final analysis no one can take the cash value, reinvest the proceeds and purchase new insurance without losing money. Nevertheless, these people, under one guise or another, are operating in various sections of the country. They seldom molest cases involving less than \$25,000, and for obvious reasons.

"Quite aside from the larger cases, and due in some instances to ignorance, a certain amount of twisting is indulged in by legitimate agents. We hope you will assiduously apply yourselves in your respective communities to helping eliminate this evil in life insurance, for the general good of the business. Whenever there is evidence of twisting or rebating in any form, send complete information in each case to this office or report the case to the insurance department of your state."

#### "Return From Vacation" Week

A total of 102 applications amounting to \$310,000 of insurance were turned in by agents of the Mutual Life of New York in Virginia the week of Aug. 15-22. It was "Return From Vacation" week and a special drive was made for applications with 100 set as the goal. R. B. Augustine, president of the Virginia Field Club of the company, who directed the drive, was more than pleased when the agents went two points over the mark.

#### Many Texans Heavily Insured

More than 100 persons in Texas are carrying life insurance to the amount of \$100,000 or more according to data recently obtained from life companies. The list of 100 carrying the greatest amount of life insurance represents a total of more than \$20,000,000 of life insurance in force.

Jesse H. Jones of Houston heads the list with \$720,000. Clarence Linz of Dal-

las is next with \$706,000 and E. Gordon Perry of Dallas is third with \$500,000. Those over the quarter million mark are W. P. Allen of Austin, E. P. Greenwood of Dallas, Karl Hoblitzelle of Dallas, Arthur Kramer of Dallas, Eli Sanger of Dallas, Harry L. Seay of Dallas, Myrtil Coblenz of El Paso, T. B. Cunningham of El Paso, Haymon Krupp of El Paso, James G. McNary of El Paso, Lee L. Russell of Fort Worth, John Henry Kirby of Houston, John Hamman of Houston, A. R. McDonald of Houston, John L. Thompson of Houston, Albert S. Webb of Mineral Wells, Elliott Jones of San Antonio, William R. King of San Antonio and Roy B. Jones of Wichita Falls.

#### Mutual Life North Carolina Meeting

The 1924 convention of the North Carolina Field Club of the Mutual Life of New York is scheduled to be held in Charlotte, Sept. 10. There will be three sessions, morning, afternoon and evening. The meeting will be held in the new quarters of the North Carolina agency.

#### Sues to Cancel \$10,000 Policy

The Great Southern Life of Houston, Tex., has filed suit in federal court at Jackson, Miss., against the estate of John Emmet Cunningham of Lexington, Miss., asking cancellation of policies aggregating \$10,000.

Mr. Cunningham, the insurance company alleges, was suffering from apoplexy five years prior to the day he took out the policies, although his medical certificates did not show it. The company has agreed to pay \$555.64, representing the premiums paid on the policies.

#### Are Dividends Taxable

Whether or not dividends on participating policies turned back to the companies on premiums are subject to taxation will be decided in Hinds county circuit court at Jackson, Miss., shortly in the case of former State Revenue Agents Stokes V. Robertson vs. New York Life. The Robertson suit declares that such interest on policies is liable for taxation, and in event his contention is upheld all participating policies written in the state will be affected.

Mrs. Minnie Cardwell Moore, widow of J. Staunton Moore, Jr., formerly a well known local agent of Richmond, Va., died last week at her home in that city. Following the death of her husband, Mrs. Moore became a successful life insurance agent, being associated with the Atlantic Life of Richmond.

## PACIFIC COAST AND MOUNTAIN FIELD

### NEW WORLD LIFE'S RALLY

#### Agents Met for Two Day Conference at Home Office in Spokane

SPOKANE, WASH., Sept. 2.—The annual convention of the \$100,000 club of the New World Life was held here last week. The convention activities centered around James L. Collins, newly elected vice-president and director of agencies of the company. Mr. Collins has been the highly efficient and well beloved director of agencies of the Pacific Mutual Life for the last six years, resigning this position to take up his new work. Other speakers on the program were: John J. Cadigan, president of the company, E. J. O'Shea, vice-president and treasurer, R. C. Burton, secretary and actuary; B. J. O'Reilly, Seattle, A. J. Grosscup, Portland, Ore., and H. H. Canham, Oakland, Cal.

The first day's program closed with a banquet at the Davenport hotel. Tribute to the qualities which endeared Mr. Collins to the Pacific Mutual agency force was paid by J. W. Carey, Spokane general agent of the Pacific Mutual, a close

personal friend, who also indulged in a line of badinage at Mr. Collins' expense, which was highly appreciated by the banqueters. On the second day the entire convention was moved to Bozana tavern, Hayden lake, where there was a golf tournament, followed by a dinner dance.

#### Los Angeles Was Winner

In the June-July contest of the New York Life field men in honor of John C. McCall, vice president, the Los Angeles branch office, of which Clark E. Bell is agency director, won over all other branches in the United States in excess volume of production. In the same contest but in a different classification, the southern California branch office, under the direction of A. F. Coombs, agency director, won first honors for excess volume over allotment.

#### Spokane Agency's Record

SPOKANE, WASH., Sept. 2.—Five representatives of the New York Life in the Spokane territory have qualified for the \$200,000 club of that company and will attend the conference in Colorado Springs this month. They are Colonel

# WHY

## The Columbus Mutual Life Insurance Company Prospers

First: Because it is organized and run on correct principles. Direct agency contract. Vested renewals. Unrestricted territory. Automatic promotion. Perfected endowment policies.

Second: Because the policyholders and the agents are assured of fair treatment.

Third: Because we play no favorites and give every agent an equal opportunity.

Fourth: Because it is a clean cut proposition through and through, efficiently and economically managed, making money for everyone connected with it—taking care of policyholders first—paying agents liberal commissions—paying stockholders good dividends—paying officers moderate salaries—honest to the core.

Do you want a life insurance home where you will be protected and assisted in your efforts to build an agency and a renewal income to take care of your declining years?

*We have a home for you.—Write us.*

*The Company where dreams come true.*

## The Columbus Mutual Life INSURANCE COMPANY

Columbus, Ohio

C. W. BRANDON, President

D. E. BALL, Secretary and Actuary

## Safety, Service and Stability

### ATTRACT PROSPECTS AND INCREASE AGENTS' CLIENTELE

**SAFETY**—Guaranteed by careful selection of risks and investments.

**SERVICE**—Provided by an efficient and progressive organization.

**STABILITY**—Assured by conservative business policies.



Founded: 1867

Home Office:  
Des Moines

Insurance In Force Over \$350,000,000

For information concerning contracts: Address Agency Department

## Pictures Tell the Story

Cartoons will give your house organ that all necessary sparkle. Use them to put over your message or your special sales contest. Send for proof sheets.

### BUSINESS CARTOON SERVICE

35 South Dearborn Street, CHICAGO





Over a million and a half paid to policyholders in this territory.

Eleven million people within two hundred and fifty miles of our Home Office—plenty of opportunity for a good man.

We still have a few good openings.

Direct General Agency Contract—liberal commissions—but we are “hard-boiled” on advances.

## COLUMBIA LIFE INSURANCE COMPANY

Cincinnati, Ohio

S. M. CROSS, President



We issue all standard forms of Life Insurance Policies. Every policy protected by Deposit of Full Legal Reserve with the State of Iowa.

**SAFE AS A GOVERNMENT BOND**

# The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → LATEST POLICIES AND AGENCY CONTRACT FOR FACTS

Openings Ohio, Ind., Ky., Mich., W. Va., Tex. and Okla. Write Columbus

Capital \$200,000



THE life insurance agent who wishes to obtain the representation of a reliable and pre-eminent honest company will find The Gem City Life admirably suited to his needs. The Gem City will equip its agents to write all forms of personal protection and in one good strong company.

There are exceptionally good opportunities for agents and general agents in good producing territory.

## GEM CITY LIFE INSURANCE COMPANY

I. A. MORRISSETT, VICE-PRES.

DAYTON,

OHIO

Paul H. Weyrauch of Walla Walla, Harvey C. Smith, L. L. Bower, Clyde L. Pittman and Miss Anne E. Fulton. Fourteen in the same district have qualified for the \$100,000 club and will attend the conference in Victoria next month. According to J. I. McKnelly, agency director, this is the largest number qualifying in the history of the agency. More than \$1,000,000 increase in business has been made this year over the corresponding period to date last year.

### Western States Convention

There were 75 members of the 1924 \$100,000 Club of the Western States Life of San Francisco who qualified for the annual convention, held last week in Portland, Ore. The members of the club were responsible for 4,071 5/6 applications during the club year with a total volume of \$11,931,931 of new business paid for.

There were 23 men who qualified for the club for the first time. Twenty-six members of the club paid for over \$200,000 each.

### Roberts at San Francisco

The first meeting of the Northern Association of California Life Underwriters under the new administration, headed by Paul K. Judson, president, was held in San Francisco Sept. 2 and featured Roy Ray Roberts of Los Angeles, who

was one of the principal participants in the national convention in July. Mr. Roberts discussed his methods of selling, which enabled him to produce more than \$1,250,000 the first six months of this year despite the fact that for over two months he was confined to his home through illness. President Judson introduced what will be a regular thing during the meetings the coming year in an open forum discussion which was devoted to the subject of “Getting Prospects.” The members were encouraged to ask questions and “old timers” were urged to tell of their methods.

### Pacific Mutual's San Francisco Home

The new five-story building being erected in Market street, San Francisco, to house the northern California department of the Pacific Mutual Life, will be completed about Sept. 15. For the present the company will occupy the second and third floors and a portion of the fourth floor. Vice-President and Manager Arthur C. Parsons' office will be on the second floor and a directors' room for the accommodation of company directors who may visit San Francisco from time to time on business has been provided. On the second floor also will be the general offices, while the third floor will have the bank savings department and the medical examiners. The accident and health department will be on the fourth floor.

## IN THE ACCIDENT AND HEALTH FIELD

### ROUNDING OUT THE PROGRAM

International Claim Association Adds Final Touches to Plans, Expecting a Record Attendance

The International Claim Association is rounding out the plans for its annual convention to be held in Chicago, immediately following the annual meeting of the Health & Accident Underwriters Conference, and a record breaking attendance is anticipated. The hotel committee has already received over 150 reservations for the claim association meeting, so that the final registration will probably be double that number. An elaborate entertainment program is being worked out for the three day conference, and the program for the business sessions will be completed this week. Arrangements are being made for the broadcasting of parts of the program over the radio station in the Edgewater Beach Hotel, which will be convention headquarters. Since the earlier announcements by the program committee some additions have been made. M. P. Cornelius of the Continental Casualty will give an address on “Accidental Means,” which will be indexed and published for the use of member companies. As Vice-President D. C. MacEwen of the Pacific Mutual cannot be present, Richard J. Mier, vice-president of the Pacific Mutual in charge of the accident department and one of the oldest accident and health underwriters will take his place and speak on his own subject. Mr. Mier has been in the business 40 years and is one of the ranking health and accident underwriters. Another addition is Everett Sanders, congressman from the fifth congressional district and chairman of the speaker's bureau of the Republican party.

### Report Low Claim Ratio

MILWAUKEE, WIS., Sept. 3—Milwaukee insurance companies writing health and accident lines are commenting upon the surprisingly low claim ratio at the present time. The number of claims coming into the offices of local companies is greatly below the figure for the same months last year. One reason assigned is the fact that Wisconsin industry is working on a production basis which is not low enough to bring about malingering and yet is low enough to lessen the

hazard in various industries. Safety propaganda is also regarded as a cause for the decline in claims.

### Promotions Are Announced

The United States National Life & Casualty announces the following promotions:

W. B. Billingsley, formerly of Houston, Tex., has been made manager of the Shreveport, La., branch office.

W. H. Wagner has been appointed manager of the Akron and Canton territory with headquarters at Akron, O. Heretofore this territory has been managed through the Cleveland office. Wagner was formerly assistant manager in the Cleveland district.

B. F. Schrader, assistant manager in Philadelphia, has been promoted as manager at Trenton, N. J.

H. T. Moore, assistant manager in Philadelphia, has been promoted to the management of the Chester, Pa., branch office.

F. A. Zeller, formerly home office representative, has been placed in permanent charge of the Omaha branch office as manager.

W. S. Warren, assistant manager, Houston, Tex., has been promoted to the managership of the Beaumont district.

### New Illinois Company

The Iroquois Casualty of Danville, Ill., has been granted a certificate of organization to write accident and health insurance. Officers of the Iroquois Auto, a reciprocal with headquarters at Gilman, Ill., are heading the new concern. They are: C. A. Lenz, Gilman; C. L. Frobish, Gilman; J. N. Vanderporoton, Gilman; Howard Andrews, Kankakee, and A. W. Lemenager, Danville.

### Home Friendly Claim Charge

L. Arthur Scheidt, for a number of years in the claim department of the home office of the Home Friendly of Baltimore, has been transferred to Washington, D. C., in charge of payment of claims in that district. Henry M. Callen succeeds Mr. Scheidt in the home office claim department.

### Julian Bars Coupon Accident Cover

Merchants and others in Alabama have been warned by the Alabama bureau of insurance through Frank N. Julian superintendent, that it is contrary to the insurance laws of Alabama for them to give away by coupon, punchbooks or otherwise, accident insurance policies. Practice of the plan, Mr. Julian said, will make the merchants and all persons in their employ subject to a heavy penalty



for violation of the state insurance laws. He has also issued a warning that companies so placing the insurance would be subject to severe penalties and would have their licenses suspended.

To date the bureau has only received a report on two companies that are transacting such business in the state. Their attention has been called to the Alabama law by Mr. Julian and he reports that they have set about to discontinue any outstanding contracts.

#### Western Travelers on Coast

The Western Travelers Accident of Omaha, Neb., has been licensed in California. The company writes accident and health insurance on the assessment plan. Its California general agency office will be in Los Angeles in charge of Willard H. Butts.

#### NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc., Supplementing the "Unique Manual Digest," published annually in May at \$3.50 and the "Little Gem" published annually in April at \$2.00.

#### HAS NEW REDUCTION FORMS

Farmers & Traders Announces Series of Policies, Showing Rate Reduction Over Period

The Farmers & Traders of Syracuse, N. Y., has announced a schedule of premium rates effective Aug. 1, including a new series of premium reduction policies. The level premium rates are unchanged but the new series of premium reduction policies show a considerable reduction over a term of years. Rates on the principal policy forms are as follows on the new plan:

Age	Ord. Life		20-Pay. Life		20-Yr. Endow.	
	1st Yr.	Re-nwal	1st Yr.	Re-nwal	1st Yr.	Re-nwal
15...	15.86	11.75	25.48	18.35	48.22	38.82
16...	16.16	11.97	25.85	18.61	48.26	38.84
17...	16.47	12.22	26.22	18.88	48.29	38.86
18...	16.81	12.47	26.62	19.17	48.34	38.89
19...	17.16	12.75	27.03	19.46	48.38	38.92
20...	17.52	13.02	27.45	19.77	48.43	38.94
21...	17.90	13.32	27.90	20.09	48.48	38.98
22...	18.30	13.62	28.36	20.42	48.58	39.05
23...	18.73	13.95	28.83	20.76	48.68	39.07
24...	19.18	14.29	29.34	21.12	48.78	39.09
25...	19.65	14.64	29.85	21.49	48.89	39.14
26...	20.12	14.92	30.26	21.83	49.00	39.20
27...	20.64	15.31	30.77	22.23	49.17	39.27
28...	21.18	15.70	31.28	22.65	49.33	39.35
29...	21.75	16.13	31.87	23.08	49.51	39.48
30...	22.35	16.57	32.49	23.52	49.66	39.57
31...	22.89	17.06	33.15	24.00	49.83	39.67
32...	23.56	17.59	33.82	24.49	50.00	39.78
33...	24.25	18.13	34.52	25.12	50.19	39.89
34...	25.00	18.72	35.26	25.74	50.40	40.03
35...	25.78	19.31	36.03	26.39	50.63	40.18
36...	26.61	20.04	36.89	27.00	50.91	40.34
37...	27.59	20.90	37.72	27.67	51.23	40.47
38...	28.52	21.61	38.60	28.37	51.50	40.69
39...	29.56	22.47	39.58	29.17	51.79	40.92
40...	30.68	23.38	40.53	29.92	52.22	41.20
41...	31.84	24.34	41.54	30.83	52.75	41.50
42...	33.08	25.31	42.78	31.79	53.43	41.85
43...	34.44	26.33	43.99	32.70	53.99	42.22
44...	35.85	27.48	45.26	33.80	54.75	42.65
45...	37.34	28.69	46.61	34.86	55.57	43.12
46...	38.86	29.86	47.99	35.94	56.34	43.65
47...	40.56	31.24	49.46	37.09	57.30	44.34
48...	42.40	32.71	50.99	38.39	58.52	45.24
49...	44.36	34.28	52.61	39.77	59.78	46.08
50...	46.43	36.11	54.37	41.31	61.09	47.11
51...	48.63	37.98	56.38	42.96	62.55	48.34
52...	50.96	39.97	58.43	44.72	64.14	49.67
53...	53.47	42.12	60.61	46.59	65.95	51.14
54...	56.15	44.42	63.00	48.69	68.09	52.79
55...	58.78	47.00	65.55	50.84	70.22	54.66

#### NON-MEDICAL PLAN ADOPTED

Prudential Will Accept Certain Applications Without the Regular Examination—Main Features Presented

The Prudential announces that it will accept applications on male lives at age 35 nearest birthday or under for endowment insurance at \$2,000 or less, with endowment periods not exceeding 20 years and without the disability income feature, but with the accidental death benefit if desired, without medical examination. Its experience for a number of years with industrial and intermediate business, issued without medical examination, has been so uniformly satisfactory that it feels safe in extending the plan to certain classes of ordinary risks. There are laws which prevent the com-

pany from accepting business without medical examination, on ordinary policies in Georgia, Idaho, Indiana, Iowa, Massachusetts, Mississippi, Nebraska, North Carolina, Oklahoma and Washington.

#### GRANGE LIFE'S NEW POLICIES

Michigan Company Gives Rates on Several New Forms Now Included in Rate Book

The Grange Life of Lansing, Mich., has issued several new policy forms, including a 20-pay endowment at age 65 and a new convertible policy. The convertible form is a life, limited payment and endowment policy all in one. The insurance protection begins immediately, but the insured is given five years to determine whether he wishes an ordinary life, a limited pay life or an endowment contract. At the end of the five years there are three options. Option A provides for the continuation of the policy as a limited payment life contract. Option B converts it to an endowment policy and option C increases the amount of the policy considerably for the same premium, the policy being continued on an ordinary life basis. There is an additional option which pro-

## The Peerless Life Insurance Company of Kansas City, Mo.

will have an official position open September 15th for a live insurance man as Assistant Secretary or Vice-President in charge of production of business. If interested, write H. O. Maddox, President, 206 Scarritt Arcade, Kansas City, Mo.

## Our Agents Have

A Wider Field—  
An Increased Opportunity  
Because We Have

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i.e. Annual, Semi-annual or Quarterly Premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va., Wyo.

## THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.

## THE MUTUAL LIFE

The Mutual Life Insurance Company of New York has a record of EIGHTY YEARS of prosperous and successful business. It has passed through panics, pestilence and wars unharmed, and to-day, as a result of eight decades of endeavor, offers financial strength, reputation, magnitude, leadership, and life insurance service.

Those considering life insurance as a profession are invited to apply to

**The Mutual Life Insurance Company**  
of New York

34 Nassau Street, New York

vides one-third cash reduction in premium, the policy being continued on the ordinary life basis for the original amount.

The rates on the new 20 pay endowment at age 65 are as follows:

Age	Prem.	Age	Prem.
15	\$23.21	30	\$30.43
16	23.62	31	31.15
17	23.85	32	31.82
18	24.11	33	32.68
19	24.41	34	33.49
20	24.73	35	34.37
21	25.19	36	35.25
22	25.66	37	36.19
23	26.22	38	37.19
24	26.73	39	38.26
25	27.29	40	39.38
26	27.86	41	40.57
27	28.49	42	41.82
28	29.11	43	43.16
29	29.77	44	44.57

Rates on the new convertible policy per \$1,000 are as follows at five year intervals:

Age	Prem.	Age	Prem.
15	\$19.06	40	\$36.57
20	21.07	45	46.26
25	23.61	50	53.39

30	26.87	55	66.30
35	31.08	60	83.64

The Grange Life has also issued a series of child policies. There is no definite rule as to the maximum amount that can be written, but no policy can be written for less than \$500. Prior to age 10 there is a reduced scale of death benefits, but after age 10 the full amount of the policy is payable. There are two policy forms, a 20 pay life and an endowment at age 21, the rates on these being as follows:

20-Payment Life		Endowment at 21	
Age	Prem.	Age	Prem.
2	\$17.70	2	\$42.75
3	17.90	3	45.70
4	18.20	4	49.20
5	18.55	5	52.90
6	19.20	6	57.30
7	19.40	7	62.20
8	19.90	8	68.10
9	20.40	9	74.90
10-14	21.00	10	83.00
		11	92.80

## WITH INDUSTRIAL MEN

### USING A SYSTEMATIC METHOD

Agent A. J. Ries of the Western & Southern Life Tells Why He Follows a Regular Program

Agent Adam J. Ries of Cincinnati eastern district of the Western & Southern says that during his experience in soliciting industrial insurance he has found that systematic and repeated canvassing in the same neighborhood is the surest method of making a steady increase. He aims to make himself known to every family in the territory and naturally they know his business. He ascertains as far as possible the amount of life insurance carried in each family. He uses the straight canvass system calling at certain times.

Even though he is not able to write any business for the Western & Southern he leaves a favorable impression, keeps the family supplied with literature and frequently is able to get a look in after repeated attempts. He aims to keep track of the birthday anniversaries, marriages, when young folks leave for school or start to work. All these are excuses for new business. If there is any question as to whether the husband might object to the insurance Mr. Ries always makes a night call to see him before turning in the application. He figures that the average night call is worth about \$10 in commissions for it is at night that the agent gets the opportunity to write ordinary. Mr. Ries says that the more people you talk to the more you write. That is the reason he says that he talks life insurance in at least a dozen new homes every day.

### CHANGES BY JOHN HANCOCK

Number of Promotions Have Been Made to the Position of Assistant Superintendent

The following named have been promoted by the John Hancock from the rank of agents to assistants in the districts of their service:

Edward V. Boston, Indianapolis; Walter D. Shelton, Indianapolis; William C. Hansen, North Adams, Mass.; Edward S. Marion, Chicago 4; Charles L. Hoyt, Rochester, N. Y.; Albert N. Ginsburg, Salem, Mass.; John McCarthy, New London, Conn.; Charles J. Baquol, Baltimore; Daniel F. Donovan, Cambridge, Mass.

Promoted and Transferred—Harold Fihelly, agent at Brockton, Mass., to assistant superintendent at Salem, Mass. (Gloucester detached); Chambers H. Hood, agent at Pittsburgh 3, to assistant superintendent at Pittsburgh 2; Harry B. Lough, agent at New York 3, to assistant superintendent at Allentown, Pa.; Donald H. Richey, agent at Minneapolis, to assistant superintendent at Grand Rapids, Mich.; James J. Dollarton, from agent at Philadelphia 2, to assistant superintendent at Camden, N. J.; Walter Greenebaum, agent at Cincinnati 1, to assistant superintendent at Cincinnati 2.

Assistants Transferred—Michael T. O'Connell, New London, Conn. (Westerly detached), to Hartford (So. Manchester). Other Changes—William A. Tutill, assistant cashier at Newark, N. J., to

# 50.97%

of the *new business* issued by The Northwestern Mutual Life Insurance Company of Milwaukee, Wisconsin, in 1923 was upon applications of *members previously insured in the Company.*

The  
Policyholders'  
Company



Once a Policyholder—Always  
a Prospect.

**THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY**  
MILWAUKEE, WISCONSIN

W. D. Van Dyke, President

# MINNESOTA

Just Opened by

## ROCKFORD LIFE

For direct contract with Company, write to

**FRANCIS L. BROWN, Secretary and Manager**  
ROCKFORD, ILLINOIS



cashier at Orange, N. J.; Robert F. Walker, from cashier at St. Louis 3, to cashier at New York 2; Paul H. Shuck, training cashier at St. Louis 3 to cashier at St. Louis 3.

#### Metropolitan Life Promotions

H. C. Schultz and Homer H. Ellis of Princeton, Ind., who have been employed for some time by the Metropolitan Life, have been promoted to assistant superintendents. The former will be located at Vincennes, Ind., and the latter at Crawfordsville, Ind. O. H. Williams, of the same company, has been transferred to Owensville, Ind., where the company will open a branch office.

#### News of the Prudential

Charles A. Stilwell of the Springfield, Ill., district of the Prudential is showing splendid progress in the ordinary department. He is at present leading the entire district. Agent Stilwell controls a large sized debit at Champaign and Rantoul, Ill.

W. G. Coultry, who for the past five and a half years has been connected with the Altoona, Pa., District, spent a portion of his vacation journeying to western Pennsylvania, and has taken charge of an assistantcy at Rochester, Pa., detached from the Beaver Falls District.

The Oil City, Pa., District is giving a particularly good account of itself in the various branches of the business. It stands well up among the company leaders in both industrial and ordinary proportionate results and ranks No. 1 and No. 2, respectively, in these items in competition with the superintendencies of Division "E." Favorable account condition has been an important factor in the success of Oil City.

### ILLINOIS LIFE HOLDS AGENTS' CONVENTION

(CONTINUED FROM PAGE 3)

Mr. Henderson are just as important in his opinion as the positive obligations. The agency manager should do nothing for his men that they can do for themselves, but should endeavor in every way to encourage initiative and self dependence. He should see that his agent should not become financially involved, either to his agency manager, or to any outside individual. Nothing is more discouraging to the insurance agent than to have his money spent before it is earned. Mr. Henderson further urged that managers should not try to entice men from salaried positions unless they are sure that they can make as much in premiums as their salary. He said that it is better to take the promising man on as a part time man until his premium income is sufficient on a part time basis to take the place of his regular salary. It is then safe to let the man give up his regular position in order to devote full time to the insurance business. Unless this is done, the chances are that the new man will become discouraged before he has had a chance to make good.

At the close of the convention, President R. W. Stevens spoke on the history of the Illinois Life, telling of its origin, and of the various stages of its growth. His personal recollections of the various old timers, some of whom were present, showed that, although the Illinois Life has grown to substantial size, it has not outgrown that stage in which personal contacts between company officials and field men are found.

Approximately 300 attended the banquet and entertainment at the Hotel La Salle Saturday evening. No addresses were given at this banquet, as it was devoted entirely to good fellowship and enjoyment.

### ST. LOUIS PAPER GIVES DETAILS OF ITS PLANS

(CONTINUED FROM PAGE 3)

ney, or your broker. Keep in constant touch with him. By consulting the insurance advertising in the 'Globe-Democrat,' you will learn of the advantages of insurance—and of the necessity.

"The gratuitous preparation and publication of these advertisements by the 'Globe-Democrat' represent only the first step in this plan to promote insurance sales.

"At the inception of the campaign the plan was advertised by the 'Globe-Democrat.' More than \$3,000 was spent in insurance periodicals to show insurance men and women the nature of the advertising. Interested executives were urged to write for details and proofs of the advertisements.

#### Results Are Gratifying

"To those on the mailing list developed in this way, advance proofs are mailed each Saturday showing the advertising scheduled to appear in the 'Globe-Democrat' on the following Wednesday. And insurance companies and agents are urged to advertise in the 'Globe-Democrat,' tying their respective messages to the broad appeal of the newspaper's own campaign.

"Results thus far, while not monumental, have been gratifying. The 'Globe-Democrat' is generally recognized as the pioneer in insurance advertising effort of this kind, and has been instrumental in pointing the way to similar campaigns by newspapers in other cities."

#### APPEAL TAKEN IN FRICK CASE

Government Carries Important Federal Estate Tax Litigation to Supreme Court

The federal government has taken an appeal in Judge Thomson's decision in the Frick case at Pittsburgh. In this case the Frick heirs contended that the life insurance that was made payable to them should be free from the federal estate tax. The court upheld this contention. The beneficiaries were Mrs. Frick and a daughter.

The Frick case is appealed to the United States Supreme Court. Many exceptions taken to judge's rulings are noteworthy, urging life insurance proceeds are a part of decedent's estate.

#### September "Whitfield Month"

The International Life and the Standard Life of St. Louis, which are under the same management, have designated September as Whitfield Month in honor of Judge W. K. Whitfield, vice-president and general manager of both companies.

Judge Whitfield, after several years' service as circuit judge, became connected with the Standard Life in Decatur, Ill., in 1919, being elected vice-president and general manager. He has since held that post and when control of the International Life was taken over by a group of men connected with the Standard Life, Judge Whitfield succeeded Jacob L. Babler as vice-president and general manager of agencies for the International.

The International and Standard have set a combined goal of \$12,000,000 to \$14,000,000 as a fitting tribute to Judge Whitfield in September.

## ARE YOU READY

for a General Agency—to build a business for yourself? If you are a successful, well trained Underwriter living in Indiana, western Michigan or eastern Pennsylvania, a real opportunity awaits you.

Read our record carefully. Then write the Agency Department.



The Midland Mutual Life Insurance Co.

"Its Performances Exceed Its Promises"

Columbus, Ohio

Assets over \$9,000,000

Over \$63,000,000 in force



## A Co-operating Company

## Continental Assurance Company

910 S. Michigan Avenue

Chicago, Illinois

For full details

### LIFE COMPANIES' SEMI-ANNUAL FIGURES

(As Reported to the Governor of Georgia)

	Assets	Surplus Net	Income	Disb.
Carolina Life .....	\$ 448,174	\$ 107,807	\$ 453,797	\$ 461,971
Columbia National .....	28,441,570	2,430,270	3,619,426	2,920,701
Mutual Benefit .....	373,799,719	24,400,563	41,395,966	27,710,993
Old Colony .....	2,866,595	228,692	513,644	427,048
Phoenix Mutual .....	78,861,122	3,607,135	9,019,754	6,378,728
Southeastern Life .....	2,331,888	212,800	377,113	247,557
Union Central .....	197,719,862	13,166,760	24,222,293	16,847,393

## The Columbian National Life Insurance Company

ARTHUR E. CHILDS, President BOSTON, MASSACHUSETTS

Columbian National Agents are in a position to offer the best forms of

### LIFE, ACCIDENT and HEALTH INSURANCE

Policies backed by one of the strongest companies in the country, having ample capital, surplus and highest standard of reserves.

INDIANA OHIO ILLINOIS IOWA MICHIGAN

## THE LA FAYETTE LIFE

LA FAYETTE, INDIANA

### MUTUAL LEGAL RESERVE

AGENCY CONTRACTS CONTAIN BENEFICIARY PROVISIONS

KANSAS KENTUCKY MISSOURI NEBRASKA

## Eureka-Maryland Assurance Co. OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1863

WE ISSUE

### Standard Ordinary and Industrial Policies

J. C. MAGINNIS, President  
J. BARRY MAHOOL, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer  
Dr. J. H. IGLEHART, Medical Director

## CAN YOU QUALIFY

For a General Agency proposition in Missouri, Minnesota or South Dakota, with a Company which gives real service to its Agency force, and under direct Home Office connection.

### Des Moines Life and Annuity Co.

"The Company of Co-operation"

DES MOINES - - - - IOWA

## THE OLD LINE CEDAR RAPIDS LIFE INSURANCE CO. A GOOD WESTERN COMPANY

CEDAR RAPIDS

Up-To-Date Policies Liberal Contracts  
Iowa, South Dakota, Minnesota, Nebraska

IOWA

## INTEREST IN THE PLAN

### PRUDENTIAL ANNOUNCEMENT

Speculation as to Effect of Company's Move to Write Business Without Medical Examination

NEW YORK, Sept. 3.—There is considerable speculation here as to the effect of the Prudential's announcement to its industrial agents that endowment policies with a term of 20 years or less may be written without a medical examination. Some regard it as one of the most important and far reaching changes in life insurance practice in years and predict that it will result in a similar announcement by other companies. Some feel that it is apt to result in retaliatory changes by other companies, which might lead to warfare in the way of new and liberal features which might be very disturbing.

The Prudential's announcement indicates that the practice will be hedged about by a number of safeguards, which will not only make it safe for that company to write the business without examination, but will eliminate it as a strong competitive factor for agents not writing industrial business.

It is regarded as another step on the part of the company to push the sale of ordinary insurance by the men on the debit. The Prudential has such an immense amount of business in force that a comparatively huge volume of unexamined business can be written without any danger to its mortality ratio. Canadian companies have been writing business on this basis and at least one of them, the Sun, has written a considerable volume in the United States.

### PERSONAL SIDE OF THE BUSINESS

(CONTINUED FROM PAGE 14)

and general agent. He was formerly a member of the firm of Knox, Payne & Spear, Chicago general agents of the Lincoln National Life.

George R. Douthit, South Dakota general agent for the Equitable Life of New York, died at his home in Sioux Falls last week at the age of 50. Mr. Douthit had been in Sioux Falls for 20 years and in addition to his insurance activities was prominent in political and charitable activities. He is survived by his widow, three sons and one daughter.

Jacob Grob, who for several years has led the Cleveland agency of the Guardian Life, won the second vice-presidency of the Leaders' Club in that company for the largest number of policies placed during the past club year.

William Z. Smith, traveling representative of the Central Life of Iowa, with headquarters at Storm Lake, died last week. He has covered that section of the state since 1918 and had formed a large acquaintance. He was 60 years of age. Before going to Iowa he had been at the head of two of the state schools in Oklahoma. He was a brother of D. P. Smith, who represents the Central Life in the Fort Dodge territory.

President Isaac Miller Hamilton of the Federal Life of Chicago, who is on a trip abroad, will not return home until the end of the month. He has been cruising in the Mediterranean for some time.

There is no lane so long nor so lonesome that does not have friends at the turning if we seek them.

A FAULT is like a magnet. It attracts many more faults. The same is true of good traits.

## GOOD BUSINESS AHEAD

### WHEAT MONEY IN MARKET

Kansas City Reports Show Conditions Rapidly Improving with the Harvesting of Record Crops

KANSAS CITY, MO., Sept. 2.—Reports coming into the Federal Reserve Bank of Kansas City from country banks and merchants throughout the federal reserve district indicate that rapid progress is being made towards recovery in the agricultural districts. The wheat crop in the district is the largest on record, the Aug. 1 estimate of 300,314,000 bushels exceeding the last year's crop by 119,891,600 bushels. Computed on the old farm prices of July 15, this has a value of \$281,000,000 or \$133,500,000 greater than the value of the 1923 crop. Further indication of the prosperity throughout the district is shown in the fact that 2,391 farmers' notes, rediscounted by 53 banks in the wheat belt for nearly \$4,000,000, were repaid before maturity within three weeks. The farmers are rapidly paying off notes and the crop money is already having a market effect. Reports from country banks throughout the district show the effect of the new crop money. Loans of long standing are being wiped out and deposits are mounting high. In several instances banks that were forced to suspend operations on account of frozen loans have reopened with funds obtained by payment of those same loans with new crop money. All of this is having an effect on the insurance market, offering the agents the best opportunity in years for development.

### Why Change Was Made In Date of Expiration Of War Risk Insurance

CHARLES E. MULHEARN, assistant director in charge of claims and insurance service of the United States Veterans Bureau at Washington, gives the following information regarding the conversion of war risk term insurance: "Section 301 of the World War Veterans' Act, 1924 (Public 242) provides in part as follows: Not later than July 2, 1926, all term insurance . . . shall be converted, without medical examination, into such form or forms of insurance as may be prescribed by regulations and as the insured may request. . . All term insurance shall cease on July 2, 1926, except when death or total permanent disability shall have occurred before July 2, 1926.

"The purpose of this extension from March 3, 1926, is to carry out the provisions of the act of Oct. 6, 1917, which provides that term insurance may be converted within five years from the date of the President's peace proclamation. As you will recall, the late President Harding's peace proclamation was published in July 1921. The reason the date was first fixed as March 3, 1926, was because of a joint resolution passed by Congress on March 3, 1921, which fixed that as the date of termination of the World War."

### THIS IS IT!

A Real Rate Finder and Cancellator Shows the percentage of earned premium all worked out. No calculating—simply find the percentage by reading off the arrow from circular columns on a dial.

Only earned premium finder that takes you to the percentage without a single calculation. All that is left to do is apply the percentage to the premium. Accurate within 4 cents on \$100 premium, any period one day to 3 years. Greatest time-saver ever introduced—absolutely accurate.

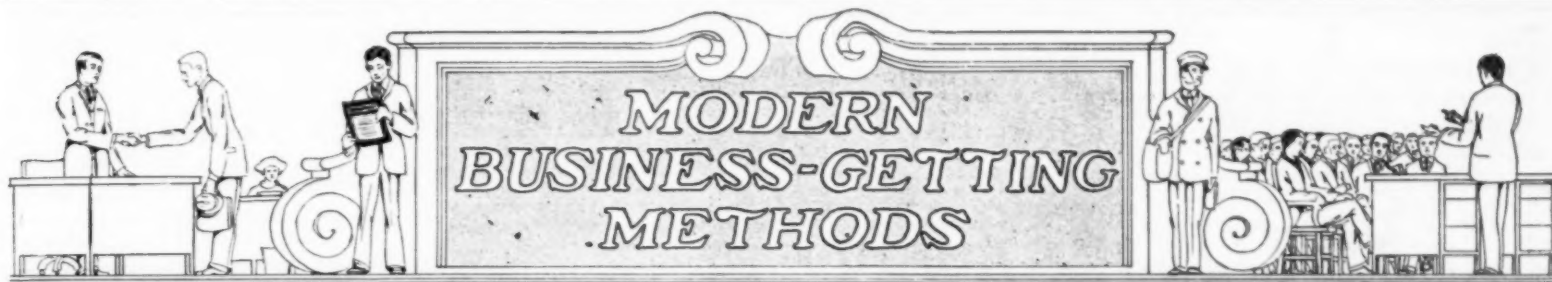
### THE DISCOMPUTER

\$2.00

The National Underwriter

1362 Insurance Exch. Chicago





## LEADS FROM PROSPECTS

## INSURANCE PAPERS

## MAIL CAMPAIGN

## AGENCY MEETINGS

## Agents Are Interested in Figuring Out What Portion of a Prospect's Income He Should Be Using to Buy Life Insurance

BY JOHN SHAMBEAU.

General Agent Massachusetts Mutual Life at Duluth

THIS question of what portion of a man's income should be used to purchase life insurance, applies only to personal insurance provided for the protection of a man's family, his other dependents, if any, and for his own old age. Life insurance for any other purpose is bought under circumstances which do not bear any particular relation to the income of the insured. Mortgages, taxes, corporate obligations, bank loans, etc., are of a fixed and determinable amount, and should the maker of these obligations wish, or be obliged, to cover them by adequate life insurance, he must pay the premiums quite regardless of their relation to his income. It is well at this point to emphasize especially the importance of urging your prospect to provide special insurance for his own account; for a great many men who feel that their families are adequately protected leave so many bills to be paid and obligations to be liquidated, that there is little, if any, of the insurance proceeds left for their families.

### Manner in Which Sale Is Made Is Important

We are primarily interested in the selling of life insurance and in as large a volume as possible. Yet our success as agents depends more upon the manner in which our business stays sold, and the number of policy increases, than upon the sale of larger policies which could easily have a higher lapse ratio due to high pressure methods of salesmanship. I do not infer that we should under-sell our client merely to keep him on our books, or in order to sell him another thousand next year; for to sell less than our client needs is as great a dereliction of our duty as it is to over-sell him.

We are, then, very obviously concerned with reaching a sane conclusion as to the amount of insurance best suited to our client's needs. I say our client's needs, because if they are well served, the company's and the agent's interests will take care of themselves. Before determining the proper amount of insurance, we must give very careful thought to the kind of insurance which will best accomplish the desired result. This phase of the question, because of differing premium rates applying to various forms of policies, will affect very materially the amount of insurance we are able to sell to our client. After deciding upon the proper form or plan of insurance, we may proceed with a consideration as to its amount. This amount will be limited, by force of circumstances, to correspond to that portion of the client's income available for premium deposits. We have little, if any, control over these circumstances beyond the weight of the suggestions we are able to make to our prospect.

In deciding upon the proper amount of insurance, we may seem to be taking it for granted that the prospect can write a check for any amount in payment of the premium this year and in

subsequent years. Also, you may say that we cannot determine the proper amount of insurance until after we have determined what part of our prospect's income is available for insurance. This is true only to a very limited extent; for we are trying to decide what part of his income a man should put into life insurance, and not what he can, or is willing to use for that purpose after making all other income expenditures. It is our job first to study the case very carefully, and then recommend the best possible solution leading to the sale of an adequate amount of insurance.

In making this study and our subsequent recommendations, we may find it expedient to submit a budget covering the expenditure of our client's income. Numerous insurance companies, agencies, banks, and trust companies have published these forms that are available for your use. We may find it necessary to modify these forms to meet some unusual condition pertaining to the individual in question, for these budget tables are based on averages covering more or less typical groups. Some tabulations are available which deal with certain localities, occupations, professions, etc.

### Each Individual Case Should Be Studied

Following this budget plan we can approximate the percentage of an income that can and should be used for the purpose of life insurance. Our judgment and our desire to sell are elements that bear an important relation to our final recommendation. We must stress the necessity of insurance protection even if we are obliged to trim down on semi-necessities, or even on some of the real necessities but of lesser rank than insurance. To devise and apply a rough and ready formula fit for all occasions is entirely impossible and out of the question. We cannot tell our richest and poorest prospects alike that the same fixed percentage of their incomes should go into life insurance. In one case it could be too little and in the other extreme too much; and probably we should be wrong in both instances.

### Plan Followed in the First Interview Cases

In writing first interview cases, where previous preparation was impossible, I have told my prospects repeatedly that they themselves must decide what amount of money they should put into life insurance each year; and then I help them decide on an amount that is large enough. Of course, I do this in various ways to suit different occasions, but it has worked out pretty well over several years' time. It is usually a good plan to divide by twelve the annual premium on a fairly large policy, thus giving the monthly cost. This is usually a figure of comparatively small amount, one that can easily be visualized by the average fellow who thinks

in denominations of his monthly pay check. As often as possible I refrain from telling him what amount of insurance such a premium will purchase, trying not to create in his mind a negative impression. That is practical psychology, and it has the advantage of working out in every day use. If I find that my prospect can double the monthly deposit which I suggested, then I write him a ten instead of a five. Incidentally, my rule works by division as well as by multiplication.

### Plan Used to Create Immediate Interest

A splendid way to create immediate interest and afford a favorable opening for an interview is to ask the prospect if he is putting 21½ percent of his income into insurance. Following the introduction of your subject comes the application of the life insurance yardstick to the prospect's needs. Find out what amount of money is actually necessary to pay the monthly bills of his wife and family after the prospect's death. These bills will be more or less the same, month in and month out. They will come with just as severe regularity after your prospect's death as they come now while he is living. A round lump sum of insurance is not necessarily adequate to meet his family's needs. It is the income per month from his insurance that answers the question—not its capital amount. A budget of some sort must be employed in arriving at the correct amount of monthly income for his family, and it is simply putting personal finances on a business basis.

### Illustration Is Used to Show Proper Calculation

Let us say that the prospect's family will need \$150 to pay its current monthly bills. He has already established a fixed income of \$50 by the accumulation of sound securities. It is quite obvious, then, that you should recommend a policy of such an amount as will produce an income of \$100 each month for the required number of months. This is quite a simple calculation, and it does not provide funds for the education of his children—merely a bread and butter income for the family. Assuming that Mr. Prospect has this policy issued at an annual premium of \$465, and that his annual income is \$3,000, we find that the part of his income that should be put into insurance is 15.5 percent. His is an actual, individual case, and no general rule can be applied to it satisfactorily. What would fit some other case would not necessarily fit his. I feel that the use of an average percentage can serve only one purpose; namely, to stimulate our prospect's interest, and then only if that percentage is large enough to set him thinking.

### Capitalizing a Man's Money Value to His Family

The method used in capitalizing a man's money value to his family is another way of reaching a conclusion as to what part of his income should be used to purchase life insurance. From his personal earnings (this does not include interest on his investments) are deducted his purely personal annual expenses, leaving his net annual earnings. This is the amount of income that his family would lose if he were to cease earning tomorrow. Multiply the net

amount by 16 2/3 which would give the amount, if invested at 6 percent, of his present worth to his family. From this present worth subtract the amount of the insurance payable, at his death, for the sole protection of his family. This final difference represents the additional insurance needed by his family to continue living on the same scale as at present. This is another way of arriving at the amount of insurance your prospect should carry; and the ratio of its cost to his income is but a matter of arithmetic.

### Making the Future Safe Financially for a Man

Turning now to one of the pre-determined schedules attempting to solve our problem, I quote from a table issued by the Northern Trust Company of Duluth, entitled "Making the Future Financially Safe." This table shows the divisions of incomes to meet the family's three-fold financial problem—first, to provide for current expenses; second, death benefit from insurance sufficient to meet living expenses of surviving members of the family; and third, an investment sum which accumulated at interest will provide a retirement income at age 65. These figures show maximum expenditures to provide minimum protection. It is with the second problem that we are concerned at present. It is indeed gratifying to note that for once, at least, life insurance is classed as an accumulation, along with savings and investments, instead of bearing that libelous label, "Expense." For the sake of brevity I shall not refer to parts of this budget other than total income, and the part of the income allotted to life insurance. It is interesting to note that a table published by a trust company, whose principal business consists in the buying and selling of bonds and similar investments, advocates that for incomes of \$10,000 and under, a considerably larger part of the income should go into life insurance than into investments. Even for \$20,000 incomes an equal division of the income is recommended for these two purposes.

### Interesting Income Table Constructed by a Bank

Out of an income of	Life Insurance Premiums should be	A Percentage of
\$1500	\$ 100	6½
2000	150	7½
2500	300	12
3000	500	16½
3500	700	20
4000	1000	25
5000	1500	30
7500	2200	30
10000	2600	26
12000	3000	25
15000	3500	23½
20000	5000	20

These percentages are fairly liberal and may be used with considerable advantage by the solicitor simply because of their liberality. Ranging from 6½ to 30 percent of an income, they recommend putting an average of slightly over 20 percent into life insurance.

### Scientific Analysis of the Prospect's Needs

Tables similar to the one from which I have quoted should be used only as a medium of creating interest. The much



—and, if you can qualify, it will be the biggest step forward in your entire career.

We want you to take charge of our general agency at Peoria, Illinois; to cash in on the immense opportunity which this rapidly growing, prosperous city presents. It will take a big man to swing it. You must be a producer with a real record; an organizer of men and a good mixer. Your social position must be high, your accumulated assets at least \$25,000 and your earning capacity from \$12,000 to \$25,000 per year.

If you can meet these requirements, you get this unusual opportunity and our whole-hearted co-operation. You will receive a contract direct with the home office, a liberal first year commission, a renewal commission, a collection fee, an office allowance and a business-development allowance. This, with one of the dominant old line life insurance companies, whose ratio of assets to liabilities is greater than that of any other large company in the same field, and whose percentage of rejections is one of the lowest.

Write us today; see if you can qualify. Address K-30, c/o the National Underwriter.

NOTE: We also have an unusually attractive, special contract for good salesmen whose experience is limited.

## DIRECTORY OF LIFE INSURANCE ILLINOIS

**WYMAN & PALMER**  
General Agents for Illinois  
BERKSHIRE LIFE INS. CO.  
of Pittsfield, Mass.  
105 So. La Salle  
CHICAGO, ILLINOIS

## HOME LIFE INSURANCE CO

New York  
ETHELBERT IDE LOW, President

The 64th Annual Report shows:  
Premiums received during the year 1923 ..... \$ 7,644,858  
Payments to Policyholders and their Beneficiaries in Death Claims, Endowments, Dividends, etc. .... 5,871,544  
Increase in Assets ..... 2,401,507  
Actual Mortality 56% of the amount expected.  
Insurance in Force ..... 247,373,210  
Admitted Assets ..... 48,656,222

FOR AGENCY APPLY TO  
**W. A. R. BRUEHL & SONS**  
General Managers  
Central and Southern Ohio and  
Northern Kentucky  
Rooms 601-606 The Fourth Nat. Bank  
Building  
CINCINNATI, OHIO  
**HOYT W. GALE**  
General Manager for Northern Ohio  
229-233 Leader-News Building  
CLEVELAND, OHIO

**8c** a week is the cost of The National Underwriter by annual subscription.

sought-for action (selling the business) should follow a more scientific analysis of the client's needs than the mere application of a shotgun prescription guaranteeing a cure for everything from bankruptcy to adenoids.

Permit me to say, however, that the use of such a tabulation is certainly a left-handed way of doing a right-handed job. The amount of insurance required to accomplish a given purpose must be determined before we compute the ratio of its cost to the prospect's income. We

are not nearly so much concerned with a mathematical calculation of minor importance as we are with selling to our prospect the exactly correct amount of insurance.

Finally with a clear understanding of your client's needs and the amount of money required to protect them, and with definite information as to the amount of premiums he can invest, you can recommend him a practical program, which will meet his needs and his finances as well.

## SHOULD THERE BE DEFINED LIMIT TO THE SIZE OF GENERAL AGENCY?

**N**EW YORK, Sept. 2.—There will probably always be a difference of opinion among general agents and managers as to what size general agency is the limit. Should a general agent give a lot of personal attention to the development of a few big producers or should he build a huge organization as big as he can? There are of course two big camps in this controversy. On the one hand those who believe in personal development of a few producers and the others who believe they can get the most by building as big an organization of small producers as possible. But there are also some shades of opinion in between.

A general agent who believes in developing an enormous organization has between 300 and 400 agents in New York City. He says he would rather write a large volume of small policies than have a few star producers under his direction. Of course the overhead is greater in his agency but because of the much larger volume that his agents write he believes he has a better proposition in the long run. He is selling insurance through his agents to the people of small means who need the protection badly and he therefore is convinced that he is rendering a service. Out of this great number of agents working for him he has developed a number of star producers. He believes he has more big producers with him than he would have had if he had picked a few men and worked to develop them. He feels that according to the law of average, out of the great group under his direction have risen a number of real stars.

### Can Give Better Service

He says that because of his big organization he is able to give better service than the general agent with a few men under his supervision. He said that his assistants are specialists each in his line. He has an assistant manager in the office who is the best possible kind of an office manager. He knows the life insurance business inside and out but is not a good salesman. He can answer promptly any question that any agent can propound to him. He is an ideal man for his position. On the other hand he has several men who are specialists in different phases of life insurance work. If an agent needs assistance on a big case he can get it from a man who has studied carefully his particular problem.

The general agent who has developed a few stars believes he has much the better plan. He likes to develop men and watch them become big producers. He likes to see a man get on his feet and make a big thing out of the life insurance business. He believes that personal attention is absolutely necessary to this development. He feels that he gets the better quality of business, is able to attract a higher type of man to his agency through his system. By giving personal attention to each salesman he feels those representing his agency are better prepared to present life insurance to the public and can render better service in that way.

One of the leading home office agency executives of the country takes a position mid-way. He said he is all in favor of the big agency, if the general agent or manager is heavy enough to

build a big agency. He said that the agency should be just as big as the general agent, but he said of course the general agent must be capable of surrounding himself with an organization that can give the proper kind of service to salesmen under his direction. He does not feel that the law of averages has much to do with it. There is no room in an agency for the small man who is picking up a little policy here and there. He does not want any dissatisfied men coming in and out of business with now and then one sticking. Each man should be developed just as carefully in the big as in the small agency in his opinion. The staff of agency assistants which the manager has should be able to give all attention that any salesmen needs.

On the other hand he disapproves of specialists. The inheritance tax specialist, the business insurance specialist, etc. often go off on a tangent, get a lot of crazy ideas and spoil a good agent. He would much rather have an assistant to the manager, all around insurance salesman, who is competent to help the agent on practically any problem that he will meet. He admitted that a great many people disagree with him on this, but his experience, which extends from the field to the head of an agency force, entitles his opinion to a great deal of consideration.

## WESTERN STATES CONVENTION

\$100,000 Club of San Francisco Company Held Annual Meeting at Portland

**PORTLAND, ORE., Sept. 2.**—The \$100,000 club of the Western States Life, with headquarters at San Francisco, held its annual convention at Portland last Friday and Saturday. About 200 agents and their wives were on hand for the two days of meetings. Officers are selected on the volume of business they produce. Sam Sadowski was reinstalled for his second term. Erice Wiseman, of Sacramento, was reinducted as vice-president.

H. J. Saunders, president of the company, and other officials of the company were on hand.

Dr. Harry W. Gibbons, chief medical adviser, was one of the principal speakers. T. A. East, assistant secretary and cashier, was another. The meetings were held in the Multnomah hotel, where a banquet and a dance closed up the convention Saturday night. A trip was taken over the Columbia River Highway.

## IF YOU ARE STRONG ENOUGH TO STAND ALONE

Secure a contract with California State Life and receive the full commission on your business without reduction to take care of the expenses of superintendence and losses from advances to weak salesmen.

Exceptional opportunities for capable, experienced salesmen. Attractive first year commissions and liberal renewals. References required. No advances.

Write to:

J. R. Kruse, Vice-President

**CALIFORNIA STATE LIFE**

Sacramento

## The Accumulation Policy

is a combination of insurance and investment in a new sense.

### Specimen Rate

Age 35 ..... \$31.90 per \$1000

The continued payment of the rate creates increasing benefits each year. As a seller it has no competition. Write us about it.

**NATIONAL LIFE ASSOCIATION**  
Des Moines, Iowa

## MORE THAN 50%

of the business written by some of our larger agencies is a direct result of the Fidelity lead service. Our agents interview interested prospects—people who have written the Head Office for information.

Fidelity is a low-net-cost company operating in 40 states. Full level net premium reserve basis. Over Quarter of a Billion in force. Faithfully serving insurers since 1876.

**FIDELITY MUTUAL LIFE**  
INSURANCE COMPANY, PHILADELPHIA

Walter LeMar Talbot, President  
A few agency openings for the right men



Stephen M. Babbitt  
President

Hutchinson, Kansas

## MR. AGENT!

Do you care for QUALITY, not SIZE? Age, Sound Experience, Low Cost, a Splendid Record for 70 years?

Then why not take a General Agency in its HOME STATE for

**THE ST. LOUIS  
MUTUAL LIFE**

OUR AGENTS AND POLICY HOLDERS  
ST CK! WRITE THE HOME OFFICE



## Why Young Men Should Become Insurance Agents

Seven Reasons for Life Insurance Career

**L**IFE INSURANCE is founded on the highest ideals.

It is capable of yielding a good income and the satisfaction of accomplishment.

It offers opportunities for real leadership.

It brings the insurance producer in close association with big business and big business men.

It requires education in business methods, law and finance.

It is a field for workers, not shirkers.

It is an alluring and practical calling for men of dynamic energy.



Over Sixty years in business. Now insuring nearly Two Billion dollars in policies on 3,500,000 lives.

## CENTRAL STATES LIFE INSURANCE COMPANY SAINT LOUIS

All Ages up to 65

Participating and Non-Participating Policies

Standard and Sub-Standard Risks

Prompt Service

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Excellent territory for General Agencies  
open in Illinois, Minnesota, South  
Dakota, Kansas, Missouri, Wyoming and  
California :: :: :: ::

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## THE STATE LIFE INSURANCE COMPANY INDIANAPOLIS

MORE THAN  
TWENTY-ONE MILLION DOLLARS IN SECURITIES

Deposited with the State of Indiana for the  
Sole Protection of Policyholders

PROGRESSIVE :: CONSERVATIVE

The Growth of Oak    The Solidity of Granite

On Agency Matters Address, CHARLES F. COFFIN, Vice-President



*New Home Office Building  
720 N. Michigan Ave.  
Chicago*

**Agency Openings in**

Illinois  
Minnesota  
Kansas  
Iowa  
South Dakota  
Texas  
Missouri  
Nebraska  
Michigan

## **An Anchor to Windward**

Every man at some time during his progress, runs into storms. He may not be at fault. The storms may be brought on by conditions entirely beyond his control; but they are there nevertheless, and he has a rough time of it.

It is then he is mighty glad of an anchor to drop to windward, so that he can ride out the blow, shipshape and top side up. It is under such conditions that the value of a Central Life connection is brought out even more forcibly than it is during smooth sailing.

The company's safe, time proven management of general affairs keeps it on an even keel in all weather. Its highly developed moral sense and personal interest in its representatives keeps them close to the company in a happy, uniformly prosperous relationship.

## **The Central Life Insurance Company of Illinois**

720 North Michigan Avenue  
CHICAGO, ILLINOIS